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PUBLISHED WEEKLY SINCE 1874

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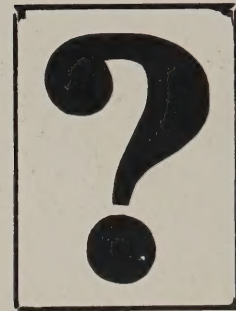


Vol. 103, No. 1

JULY 8, 1926



Will It Interest You



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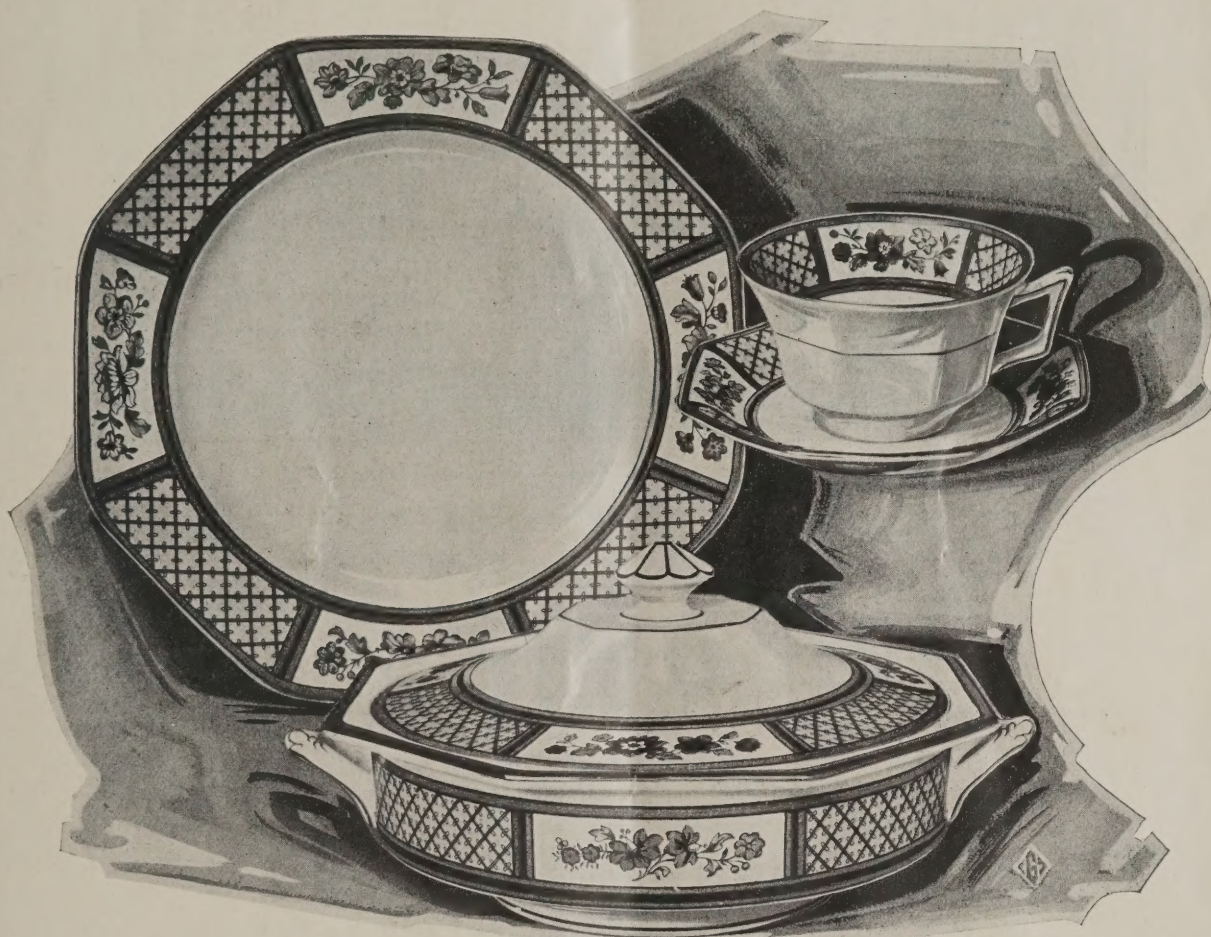
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July 8, 1926

CROCKERY AND GLASS JOURNAL

Three

Maddock's New Royal Ivory Body



Lowestoft Pattern—Pagoda Shape

Illustrating one of the striking decorative treatments we are stocking in New York on this exquisite new ivory body—regarded by the discriminating as a master piece of fine potting.

Several other recent additions to our stock patterns in the Royal Ivory Body are now on view, with more to follow.

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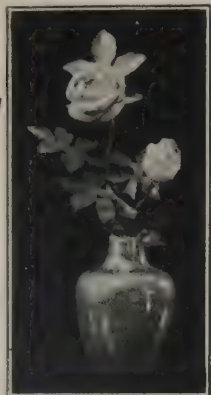


EFFECTIVE

Acclaimed throughout the best stores everywhere the quality leader, The Edwin M. Knowles dinnerware has attracted to its standard a host of loyal friends.

THE EDWIN M. KNOWLES CHINA CO.

EAST LIVERPOOL, OHIO



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

45 East 17th Street

-:-

New York

Notice Against Infringement

It has been brought to our attention that certain manufacturers have produced and are about to offer to the trade, copies of our Pilgrim and Touraine shapes.

We wish to advise the trade that these shapes are protected by letters patent on both shapes and decorations, and that no effort will be spared to secure the protection which the law grants us on the ground of infringement and unfair competition.

*Every article made in the Pilgrim shape
is marked*

White China



Decorated

Theodore Haviland
Limoges
FRANCE



Theodore Haviland & Co.

Incorporated

26 West 23rd Street
New York

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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Vol. 103

July 8, 1926

No. 1

AS THE EDITOR SEES IT

Plenty of Nerve But No Experience

A little group of men active in the crockery and glass business sat talking in the office of a manufacturers' agent prominent in glassware circles. During the talkfest in which the topics consisted of everything from new decorations to a wrestling match, the question of nerve arose. While talking of the driver in an impending speedboat race someone commented: "That fellow has got plenty of nerve but he lacks experience." And therein hangs a tale.

The prominent manufacturers' agent took a few deep inhales on his big cigar. "Too much nerve and not enough experience is a bad combination," he philosophized. "Down in Long Island Sound the other day a fellow was trying out his new speed boat. His wife was in the boat with him. The boat had plenty of speed and he had plenty of nerve, but he did not have much experience to back up his nerve. The result was that when it came time to turn his nerve was all right, but he did not have the necessary experience. In a flash he and his wife had been thrown out and the speed boat was racing about the harbor at forty miles an hour without an occupant, finally smashing into a sloop and sinking it."

A few more puffs on the big cigar resulted in the relating of another illustration. Two aeroplane mechanics decided to try a plane out. Both had been "in the air"

before in their special capacities, but not as pilots. They both had the nerve but not the proper experience and after rising fifty feet they came down with a crash. Both escaped death but landed in hospitals because they had nerve and lacked experience.

Summing up the manufacturers' agent applied nerve but lack of experience to business. "Going into business requires nerve," he said. "After one gets in there are times when he requires a lot of nerve but unless he has the experience he is liable to come crashing to earth with a bang. Experience is pretty essential if one is to make a go of it in any business."

Be a Bit More Considerate

Last week's issue of the CROCKERY AND GLASS JOURNAL carried an article: "How Salesmen Kill Time," in which both the salesman's and buyer's side were given in a discussion on keeping salesmen waiting to see buyers. Summed up, the salesman complained of having to wait well over an hour in some cases before granted an interview, while the buyer defended his clan by stating that no salesman was kept waiting purposely and that it took time to inspect the other fellow's line.

A little patience and consideration of "the other fellow" will go a long way towards remedying this situation.

Seven



Lamps as Related to Home Furnishings

BY DOROTHY H. COLLINS

With Watson & Boaler, Inc., Interior Decorators, Chicago.

LAMPS are usually among the last pieces selected in decorating and properly furnishing a room. All too frequently the possibilities which lie therein are overlooked or ignored by the uninitiated.

A room to have proper atmosphere and character must, first of all, have pleasing backgrounds in walls and floors, together with furniture, well chosen as to design and color. Following which comes the opportunity to give the room interesting accents which are extremely important in the complete ensemble. One way in which this may be accomplished is in a careful selection of lamps and shades.

A carefully selected lamp well placed, aside from its own decorative value, frequently serves to draw one's attention from some more ordinary feature of a room to a choice piece of furniture or bric-a-brac which would otherwise pass unnoticed.

There is a certain balance in the variety of lamps used which is very important if proper valuation is reached in the room as a whole. At least two types of lamps are necessary to a well planned room, first those intended for decorative and general lighting effect only, second those intended primarily for reading purposes.

Probably one of the most satisfactory reading lamps available is the bridge lamp which, because of its adaptability in adjustment, meeting the requirements of each individual taste is becoming increasingly popular.

The shade of the lamp which is intended especially for reading need not differ greatly from the shades of the merely decorative lamp except that it should be a shade of such shape as will permit of proper distribution of light.

This statement, perhaps, needs a bit of qualifying. Such a shade should be very simple without the entangling fringes and furbelows so common in the decorative lamp. As we have already intimated, the simple shade is considered by far the better taste, even in those shades which

are to be used only for decorative effect. The plainer and more finely tailored shades create a much more favorable impression than those which carry the impression of being "overdone."

Volumes might be written about shades alone. There is an almost infinite variety of interesting types to be had at the present time, from the simple type of paper shade with interesting old print or map, to the loveliest of silk shades in rich taffeta, trimmed with plain braids or gay colored bindings. Under these circumstances there seems to be no possible excuse for not having the right shade for the proper effect.

As time passes and people in general awaken to the possibilities within their homes, an ever increasing amount of interest is being shown, in both the average home and in the more elaborate one in period furniture and decoration. The average person is reading more on these subjects and striving to apply the knowledge gained thereby. Most of us, however casual our observance, are quite ready to admit of the more pleasing effect of a room that is furnished in pieces of harmonious and more or less contemporary periods.

When such an effect is being striven for, details count for much. For instance, a room of the early American period, with its hooked rugs, ladder-back chairs and maple furniture, might well have for the table lamps the quaint pewter or glass of the period. If an old oil lamp of Sandwich glass is to be had, it should, by all means, be wired for electricity, you will then have a lamp which, you may rest assured, will be of unusual interest. Any of these old pieces made up into lamps and fitted with chintz, pleated paper or perhaps a parchment shade with ship or map design, will help to create the atmosphere desired.

The floor lamps used might, very properly, be simple wrought iron stands with candle fixtures and parchment shades. A splendid variant would be a Mica shade with its delightfully soft light.

The accompanying article by Dorothy H. Collins is one that may be read with benefit by lamp salesmen. Miss Collins tells in detail what is necessary in selecting lamps to properly balance the well-planned room in the home, what shades to use and many other helpful hints.

We might go on and on, even to the point of boring you with what we have already said is an infinite variety from which fitting lamps may be selected to meet almost any requirement. You will find, however, in analyzing any well planned room which creates a sense of pleasing elegance, that as much care has been displayed in choosing the lamps and shades, as has been used with any other feature of the room, for, to repeat, lamps are a part of

"It is estimated by authoritative statisticians that \$3,000,000,000 is spent annually in the United States for advertising. This vast expenditure is fully justified. It keeps the machinery of business going."

[illegible]

Two department store ads, of unusual merit, from different sections of the country. On the left is an advertisement of The Cleveland Household Supply Co., Cleveland, O., offering a 100-piece dinner set and a 26-piece silver set for \$39.75 with an initial down payment of one dollar. To the right is the Frederick Loeser & Co., Inc., Brooklyn, N. Y., ad calling attention to the June Sale of Dinner Sets, Glassware and Fine China.



CAUGHT IN THE NEWS NET



WHILE June is supposed to be the month for prospective benedicts, Eugene Henn, assistant to O. C. Graham, New York manager for the Cambridge Glass Co., Cambridge, O., has decided that July is the month. July 10 is the date set.

E. Meltzer, sales manager for the Liberty Cut Glass Works, Egg Harbor City, N. J., was in town this week. Mr. Meltzer was here to consult with his factory's New York representatives, David L. and Chas. L. Wise.

John J. Hines, Inc., 39 West 23rd St., announce a new addition to their sales force in the person of E. A. Martin. Mr. Martin will represent the Hines interest in the middle west. He leaves July 3 for Detroit on a trip that will keep him away until October 15.

Charles Cohen, of the David L. and Chas. L. Wise sales staff leaves on Saturday for his vacation. He expects to be away for two weeks.

The Messrs. Godfrey and Brown of the Geo. C. Kindt Co., 19 West 24th St., are doing a little carpentering on the side this week. A visit to the salesroom of this firm disclosed these two worthy gentlemen busily engaged setting up display shelves to provide adequate space for the display of new lines for the Fall.

"Jack" Hines, Jr., expects to spend his vacation touring. Starting in his car July 3, he left with Mrs. Hines on a trip that will keep him away from the cares of business for three weeks.

John J. Hines, Inc., 39 West 23rd St., announces that work is now in progress on a new addition to their Pittsburgh glass decorating plant. This is necessitated by the increasing popularity of the Hines line which is well established all over the country.

G. S. Stone, assistant to Mr. Olson, china and glassware buyer for R. H. Macy & Co., is spending this week enjoying the pleasures of vacation time.

Rene Dunne, formerly of the E. Torlotting, Inc., sales staff, became associated July 1 with Edward Boote, china importers, 35 West 23rd St. Mr. Dunne will cover middle western territory with the Boote lines, starting out in the early fall.

B. C. Sammis, office manager for Phillips, Thistle & Smith, factory representatives, 1107 Broadway, returned to his desk last Tuesday from a week's vacation. While

away Mr. Sammis was kept busy superintending the final touches to a new home he has purchased at East Orange, N. J.

Peter Wycoff, china and glassware buyer for the H. & S. Pogue Co., Cincinnati, O., made his initial trip to New York for the concern this week to place early fall orders for his departments.

Another buyer in town this week was John Martine, in charge of the china and glassware departments for the Jordan Marsh Co., Boston, Mass.

Some of the buyers in town this week placing orders in anticipation of their fall requirements are M. W. Carr, of M. W. Carr & Co., Somerville, Mass.; Al Reeves, Glassware buyer for Stowell & Co., Boston, and Wells Rockwell, of the Rockwell Silver Co., Meriden, Conn.

Among those visiting the New York market this week was S. J. Natkin, china and glassware buyer for Mandel Bros., Chicago, who made a brief trip here to place orders for his departments. Mr. Natkin left Wednesday night for home stopping enroute in Pittsburgh and vicinity to make further purchases. He reports that his volume of business for the first six months of this year was the largest and best he has ever had and he is very optimistic regarding the outlook for the balance of the year.

The appointment has been announced of G. G. Hanson, 2642 North Mozart St., Chicago, as the Western representative of the Golding Sons' Co., Trenton, N. J., and the Erwin Feldspar Co., Inc. Mr. Hanson will represent these two firms in the sale of Feldspar, Kaolin, Ball Clays, Sagger Clays and Cornwall Stone covering the states of Missouri, Kentucky, Illinois, Michigan and Wisconsin.

Dr. Holmes Heads Ceramic Course

Dr. M. E. Holmes, of Columbus, Ohio, was appointed head of the new department of ceramic engineering of the School of Mines and Metallurgy, at the meeting of the board of curators held in St. Louis last week. The new course will be opened for registration this coming fall.

Dr. Holmes is a graduate of the University of Indiana and of Cornell University. He has been connected with the ceramic industry for several years. He was for some time chemical director of the National Lime Association and for a while acting general manager of this organization. During the past three years he has been connected with the Ceramic Experiment Station of the United States Bureau of Mines at Columbus, Ohio, doing

research in connection with the ceramic industry. He is a member of the American Ceramic Society, the Cosmos Club of Washington, The American Institute of Chemical Engineers, The American Chemical Society, and Sigma Xi fraternity.

The new course in ceramic engineering was established by the School of Mines and Metallurgy at the request of the clay industries of Missouri. The ceramic industry in Missouri now ranks next to lead in point of value in the mineral industry of the state, and is growing rapidly. Missouri ranks third among the states as a producer of clay products. The clay people have for several years felt that they were entitled to technical aid within the state for this important industry.

As a means of interesting students in the new ceramic course the Clay Industries Association has voted three scholarships of \$100 each to be awarded to students enrolling in the ceramic course next fall.

William Tickell Has Had Only Three Jobs



Although he has been identified with the dinnerware "game" for upwards of 25 years, William L. Tickell has been associated with only three different generalware factories. Mr. Tickell, whose home is at Baltimore, Md., first started selling dinnerware for the International Pottery Co., Trenton, N. J., and remained with this interest until the

World War, when he obtained leave of absence and entered the Navy. At the close of the war, he spent a brief season at home, and then formed a connection with the Edwin M. Knowles China Co., Newell, W. Va., traveling eastern territory. His third connection is with the Smith-Phillips China Co., which became effective July 1. He will continue to travel the eastern territory for this interest. "I have been associated with the dinnerware business all my life, and expect to continue in the 'game,'" Mr. Tickell said to the CROCKERY AND GLASS JOURNAL. "The advancement in the character of merchandise produced today by the American pottery industry, to my mind is only a suggestion of what will be accomplished in the future."

Changes at Powers Co.

George F. Williams, president of the Powers Mercantile Co., Minneapolis, announces the following changes in the personnel of the department store:

L. Nelson, formerly of the Boston Store, Milwaukee,

has been appointed furniture buyer to succeed W. A. Benton.

Carl Fleer has been given charge of the domestic goods department. He was formerly associated with Iverson's, Chicago.

H. O. Heald has been named superintendent of employment. He was formerly with E. E. Atkinson & Co., of this city.

F. F. Hall, formerly of Hahne's, Newark, has been appointed buyer of housefurnishings and electrical appliances to succeed S. E. Price, who resigned recently.

Swift Would Avoid Producing Too Much

The country has been entering an upward swing of business activity since 1921. There were periods of moderate readjustment during the summers of the last three years, but, on the whole, the movement has been forward.

It has been an unusually long period of prosperity, Louis F. Swift, president of Swift & Co., told Arthur D. Welton, of the *Public Ledger*, "and if history repeats itself we are in danger of entering into a period of declining business activity at almost any time."

Mr. Swift's prescription for the continuation of prosperity is to produce only what goods the markets can absorb, to avoid plant expansion unless it is absolutely necessary and to reduce operating and selling costs.

Bad Account Loss Exceeds Fire Cost

Losses to American business through improper and inefficient methods of collecting accounts are greater by several million dollars every year than the annual fire losses of the country, E. B. Moran, manager of the Interchange Bureaus of the National Association of Credit Men, said in reporting the work of his department for the last year.

Millions of dollars would be saved every year if business men would thoroughly investigate applicants for credit instead of passing on customers through meager and incomplete reports that exist, Mr. Moran said, in so many credit files of concerns.

The National Association of Credit Men now conduct more than sixty credit interchange bureaus, which make it possible for the members to obtain up-to-date information about concerns throughout the entire country, so that commercial fraud may be anticipated by warnings about the poor credit status of dishonest firms. This is known as the national clearance system among the members and embraces every important commercial center in the country.

New Incorporations

Vitaglass Corp., make glass products, 1,000 shares \$100 each, 2,000 common, no par G. B. Perry, W. C. Mayne, W. Heydecker. (Filed by C. D. Young, 25 Broad St.)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



To Hold Meeting of Dinner and Glassware Buyers at Pittsburgh

A GENERAL meeting of dinnerware and glassware buyers associated with the various stores included in the Cavendish Trading Co., is scheduled to be held at the executive offices of the Kaufmann Department Stores, Inc., Pittsburgh, July 14, it was announced here this week. This is the first meeting the buyers of this group have held in this district since the formation of the group.

John H. Harris, general manager and buyer of these lines for the Kaufmann Stores, has been spending some time of late in making a personal survey of the dinnerware and glassware markets in this territory, and he will address the buyers on the dinnerware and glassware situation during this gathering.

The Cavendish group of department stores was formed earlier in the year, and included in roster are some of the largest and most active department stores in the United States.

Those who attend the meeting here will be the guests of the Kaufmann Department Stores, Inc., and after the business session it may follow that a light entertainment program will be followed.

Wheeling Interests Interested in Northwood

From Wheeling, W. Va., comes the report that certain business interests there are interested in the formation of a new corporation for the purpose of taking over and placing in operation the plant of the Northwood Glass Co., which has been listed for sale under a court order. That such preliminary steps as necessary have been taken, is generally admitted at Wheeling, but definite proposals have not been divulged.

Up until about two years ago the Northwood plant was continued in active operation and was a profitable going business.

The factory at the last made a specialty of lighting glassware, but as this line of goods has not been active of late, and nothing was substituted to take its place, the business started to decline, until it was found necessary to file a voluntary petition in bankruptcy.

It had been planned to offer this property for sale several weeks ago but it was deemed wise to postpone the sale until July 14.

Emory Ebberts on Shriner's Committee

Emory P. Ebberts, in charge of the commercial department of the Phoenix Glass Co.'s offices, Monaca, Pa., has been named as a member of the general committee of Shriners of this city which will give a monster outing

at Kennywood Park Friday of next week. This branch of the Masonic fraternity has never missed an annual outing here for years, but the event this season gives promise of being the largest ever arranged.

West Decorating Co. Seeks Charter

An application will be heard at Harrisburg, Pa., July 19 for a charter for the West Decorating Co., Jeannette, Pa. This business was started some years ago by Charles West, who is also the head of the West Sales Co., Pittsburgh, with offices in the Pottery and Glass Building, Liberty Ave. at Tenth St. The company in its application for a charter has announced its intent to become actively interested in the decorating, manufacturing and sale of glassware and pottery. The line of this company is on display at the West sample rooms in Pittsburgh.

Montgomery, Ala., Wants Glass Factory

Morton C. Crabb, of the First Joint Stock Land Bank, Montgomery, Ala., is interested in having a glass factory established there, according to announcement that has been received by the supply trade in this district.

Hazel-Atlas Co. Stocks Strong

During the last few weeks unusual strength has been shown in the stock market at Wheeling, W. Va., in the shares of the Hazel-Atlas Glass Co. This interest has arranged to immediately retire all outstanding bonds of the Kern-Gorsuch Glass Co., Cleveland, and operating a factory at Zanesville, O., and which some time ago was taken over by the Hazel-Atlas organization. Although these bonds were not due until 1947, and the fact that they are now being retired, reflects in a most commendable way upon the commercial organization of this interest.

Ft. Pitt-Jeannette Glass Co. Get Charter

With a capital stock of \$100,000 a Pennsylvania charter has been issued to the Ft. Pitt-Jeannette Glass Co., the application for which was filed at Harrisburg, Pa., several weeks ago. The incorporators are Edward Bauer and E. G. Bauer, of Jeannette, Pa., and W. J. Gilmore, of Pittsburgh. The company proposes to become more active in the featuring of its general line, in both plain and decorated.

American Dinnerware Sale Quiet

"We have not found much improvement in American dinnerware or glassware," announced John McClellan, of the John McClellan & Co., of Houston, Texas, this week. "In dinnerware, trade is running to 31, 42 and 50-piece dinner sets, although colored glassware still holds good

The American factories are giving very good service—they are shipping very prompt this year.

"As to business conditions in our section, I would say the first four months of this year about equaled the first four months of a year ago. May showed some signs of improvement, and June was better than May. From our point of view, the outlook for business for fall is very good.

"We have already harvested a good berry crop, and most of the state have harvested their oats and are now working on the wheat. All of these crops have been very good. Corn is practically made, and the prospects for the cotton crop is very good—all of which leads us to believe that the future outlook for business is exceptionally bright."

Start Work on Louis Glass Co. Plant

Construction has been started on the new plant at Weston, W. Va., for the Louis Glass Co., which will have a close affiliation when placed in operation with the Weston Glass Co. The new factory will produce a line of both pressed and blown ware in both colored and crystal glass, and it is expected to be placed in operation early in the fall. Schedules call for the employment of probably 150 people.

Predicts Healthy Fall Business

The Merchandising Division of the Dohrmann Commercial Co., at San Francisco, Calif., this week announced:

"While the business of this organization for the month of June has been ahead of any previous June, nevertheless we are equipped for something bigger. We are looking forward to healthy fall business, and we hope that our wishes will be realized."

This interest is the largest of its character on the Pacific Coast. It conducts the crockery and household departments in seven of the largest department stores on the west coast, three large wholesale branches, located at San Francisco, Seattle, Wash., and at Los Angeles, and also the Dohrmann Hotel Supply Co., with branches at Oakland, San Diego, San Francisco and Los Angeles, Calif., and at Seattle, Wash. It also operates four department stores of its own on the west coast and also one at Honolulu.

Flint Glass Shows Little Change

Little if any change has been reported in the production schedules of flint glass factories in this district during the last week. There is, however, slight evidence of the beginning of the early summer lull in new business. Yet, however, the majority of the factories are continuing an output equal to the records of even a month ago.

General demand at this moment, according to retailers in some districts is running strong to the more popular priced items in crystal ware, while colored glassware does seem to be the line that is bolstering the market just now.

(Continued on page 17)

Here's my Card—



IF you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?

Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

Make your advertising sell. Illustrate your goods. Tell the buyer what he can sell at a profit. Then you are getting something for the money you spend for advertising space.

Photo-Engraving
Illustrating
Photography
Advertising

ROBERT RAWSTHORNE CO.

Heeren Bldg.—8th & Penn—Pittsburgh, Pa.



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.

Washington, Pa.



WHAT THE POTTERIES ARE DOING



Cold Weather Holds Back Vegetables— Dinnerware Demand Slack

CONSUMPTION of natural gas for kiln firing in this district can always be depended upon as a barometer of business. It was disclosed this week that the average production of dinnerware so far as the immediate East Liverpool district is concerned is now approximately 38 kilns per day. A previous record of 51 kilns per day has been maintained, but earlier in the year.

This production record is in keeping with the previous reports published in this department relative to the output in this section of the state.

It was revealed this week that the crop situation in different parts of the country has had considerable to do with the demand for dinnerware. Excessive droughts and cool nights have held back vegetation, and as a result there has not been the retail demand for dinnerware that has been experienced in other years.

Another reason advanced for the decline in volume is declared to have been the high-pressure sale of 31-piece sets, whereas in former years there was an active campaign conducted for the sale of 100-piece sets.

While the 31-piece set may have its place, the set is not what is required for home purposes. Retailers and other distributors have come to the conclusion that the life of the 31-piece set will be short lived, and that the trade will again come to the featuring of the old time 100-piece set.

The Fourth of July holiday was another factor in causing a decline in production during the current week, and usual schedules will not be resumed until next Monday.

Five new patterns have been added to the general assortment of decorations featured by the Smith-Phillips China Co. All are sprays, and are very different from any other decoration that has been shown this year. It is related by William Mackey, sales manager for this interest.

"We are not going to stop with what we now have in the way of decorations, but it is our intent to add from time to time the best treatments and patterns that the market affords," he declared. This factory is making a feature of an ivory body, having eliminated its white body at the beginning of the year.

Herbert Connors Visits Chicago

Herbert K. Connors, eastern representative, and Charles A. Weidemann, western representative for the Carrollton (O.) Pottery Co., spent this week in Chicago, Ill., showing the full line of this factory at the Chicago Furniture Mart. Mr. Connors only recently completed his usual journey over his eastern territory.

John Harris Inspects New Lines

John H. Harris, manager of the china and glass department of the Kaufmann Department Stores, Inc., Pittsburgh, Pa., spent a day in the district late last week. His visit here was for the purpose of looking into the future market, and obtaining data upon possible new lines that might be available for the fall and holiday trade.

A. A. Allgrin Visits East Liverpool District

Enroute to the New York market, A. A. Allgrin, with the Gimble Bros. store at Milwaukee, Wis., spent several days in the local district. He anticipated considerable new business for early fall delivery, and also for the holiday trade. This was his first visit to the local district since January.

Steubenville No. 2 on Full Schedule

The No. 2 plant of the Steubenville (O.) Pottery Co., located on the East Liverpool-Cincinnati intercounty highway, five miles north of Steubenville, and overlooking the Ohio River is operating full time this season. At this factory the company is featuring an ivory body and because of the active demand, the firm has been in a position to keep this factory on steady schedules. Their No. 1 plant at Steubenville is being operated on a basis of about 60 per cent of normal, but in this pottery the white body is being featured.

Good Dinnerware Demand Slack

From Oklahoma comes the report from the offices of the W. J. Pettie & Co., of the condition of general business in that section, and which in a measure reflects upon general conditions throughout that state.

"As regards the future, we are unable to predict, as in this country our business demands a great deal on our crop results," suggests F. S. Lamb, secretary of this corporation. "However, for the year, high grade dinnerware business has been very quiet, and we see no improvement in this for the coming fall.

"Factory shipments at this time are very prompt, and we have no complaint whatever in this direction. We have always found that when the factories come through on the dot, that the general business all over the country is not very good.

"Glassware business has been fairly good owing to numerous weddings, and also warm weather coming on. Particularly in the dinnerware line, business is rather quiet. About the only items in this line that are being sold at this time are short sets on special sales."

"Dinnerware Game Uncertain"—S. R. Weller

"The dinnerware game has been an uncertain quantity for the past year, as it seems to have undergone a condition which no one seems to be able to explain satisfactorily," declares S. R. Weller, of Newton & Weller Co., jobbers at San Antonio, Texas.

"Everything runs to bright decorations and short sets, say 42 and 51, and in many instances 31-piece sets. Open stock patterns do not seem to be moving as they should, especially in the modest decorations, as everybody wants something that is 'Jazzy' or showy. We have no trouble in securing all the goods that we can use in any and all lines, as the factories are very prompt in shipping.

"Just now we are marking time until the Texas crops begin to move, as we have had one of the worst droughts in this section last year ever known in the history of the country. This curtailed our business very materially. The prospects are now good, and we hope that as soon as the crops commence to move that there will be a material change in business.

"Glassware seems to run largely to machine-made goods of the cheapest kind and to stemware for better goods. Table glassware seems to have lost but almost entirely in this territory. Very little of this merchandise is being sold. In other words, crockery and glassware seem to be undergoing a great change, which required considerable casting about in order to get volume as in the past.

"Colored glassware is keeping up very well, but we fear it is losing out to a certain extent. Heavy cut glassware isn't anything. In a jobbing way it runs to the blown and cut in the cheapest kind. Our territory is developing very rapidly," Mr. Weller declared, "and we are looking forward to better conditions next year, especially if there is a good crop this year, and if so, it will pay up last year's indebtedness."

Jackson China Business Good

E. A. Fischel, treasurer of the Jackson Vitrified China Co., Falls Creek, Pa., made his first visit to this district a few days ago on business connected with his company. "We are doing a very nice business," Mr. Fischel said, "and from outlook future business appears encouraging."

Bennett Pottery Co. Eighty Years Old

Announcement has been made that the Edwin Bennett Pottery Co., Baltimore, Md., will observe its eightieth anniversary of its found September 5th next. The business was removed from the East Liverpool district to Baltimore, owing to the lack of transportation facilities here in those early days, although the founders of the Bennett Pottery here had no trouble in disposing of the product of their little one-kiln plant. The Bennett pottery at Baltimore is the first generalware pottery in the United States to have been built south of the Mason-Dixie line.

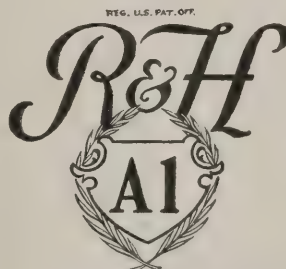
(Continued on page 17)



Contributes to the quality of
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THIS feldspar is *dependable*—mined, not open quarried from an excellent deposit in North Carolina, the state that is far in the lead in tonnage.

Every means for insuring its reliability and your satisfaction are adopted—including the furnishing of an analysis of each shipment.



CERAMIC CHEMICALS
MINERALS, OXIDES
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709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore

New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton

Chicago Gift Show, August 2-7

The Chicago Gift Show at Hotel Sherman under the auspices of the Fifth, Art Wares and Novelties Association of Chicago is an event of acknowledged importance to buyers and sellers of gifts and allied merchandise.

The Fifth Annual show will be held this year, August 2 to 7 on the eleventh, twelfth and fourteenth floors of Hotel Sherman. The buyer large and small knows from experience that here under one roof will be seen the lines of 300 exhibitors of standing and responsibility. New creations of hundreds of artists are released for the first time during that week.

The shows of the Gifts, Art Wares and Novelties Association have shown a steady and rapid increase in number of exhibitors and in number of buyers attending. The attendance of buyers at the 1925 Show were in excess of two thousand. This show gives the manufacturer an opportunity to anticipate the needs of the trade, thereby assuring prompt deliveries. It gives to the buyer an economic convenient method of inspecting and comparing merchandise in an efficient and profitable manner. The 1926 Show has every indication of being bigger in every way than any before.

For information write the Gifts, Art Wares and Novelties Association—Room 501—10 S. LaSalle Street, Chicago.

Kopp Glass, Inc.

Successors to

Pittsburgh Lamp, Brass & Glass Co.'s

(Swissvale Plant)

Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
Uses



Kopp Railroad
and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

K. G. I. Aims to SATISFY

KOPP GLASS, Inc.

Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager

Here's a Present for Our Advertisers

As an exclusive service for its yearly advertisers the CROCKERY AND GLASS JOURNAL will mail each month a printed pamphlet containing a complete list of NEW BUSINESSES, FAILURES and BUSINESSES DISCONTINUED in the trade. This list, which is exclusively controlled by Demarest Publications, Inc., for publication in the china, glass, house-furnishing and lamp trades, will include every state in the Union.

NO EXTRA CHARGE FOR THIS SERVICE

The extraordinary part of this service is that it is furnished to our advertisers absolutely without cost and gives invaluable information that can not be obtained elsewhere.

IF YOU ARE NOT AN ADVERTISER

It would work to our mutual advantage to have your advertisement in the CROCKERY AND GLASS JOURNAL but you can obtain this valuable and exclusive service complete every month covering the entire United States for the nominal sum of \$50 a year. Single copies may be had for \$5.00.

Send your order now to the

CROCKERY AND GLASS JOURNAL

45 EAST 17th STREET

NEW YORK CITY



Glass News

(Continued from page 13)

In the better grades, blown and stemware is in best demand, although decorated specialties and colored ware are having the best sale.

Good Fall Business in West Predicted

In a statement made to the CROCKERY AND GLASS JOURNAL this week, A. E. Monroney, vice-president of the Doc and Bill Furniture Co., Oklahoma City, Okla., who are both wholesale and retail distributors, said:

"In our immediate locality, the lines that we handle, namely furnishings and equipment for restaurants and hotels, the demand for the first six months has been a little below normal. There are not many new places of business going in, neither are the older established places using the quantity of supplies that they generally do in this season of the year. However, we anticipate the last six months of the year to be up to normal, or better.

"At the present time the glassware lines, the ice tea and water glasses are selling on an average quantity, while in the hotel china line, these items especially those used for vegetable and fruit service are in fair demand. We are having no trouble in securing prompt shipments from factories, either carlots or less."

The C. M. Steiner Co., which is being formed here, proposes, it is said, to conduct a retail and wholesale business in house furnishings, and housewares, which will include lines of both dinnerware and glassware.

Texas Factory to Increase Production

It is reported at Three Rivers, Texas, that the capacity of the Three Rivers Glass Co., there is being increased in order that the production will be increased to 100,000 containers of various sizes daily. The factory is the only one of its character in that part of the south.

Star City Gets Big Contract

According to a report coming into this district from Star City, W. Va., the plant of the Star Glass Co., of that place has underwritten a contract for lighting glassware that will insure the steady operation of the factory during the remainder of the year, and giving employment to from 12 to 14 shops.

Fostoria Shows New Design in Glass Dinnerware

New samples have just been received from the Fostoria Glass Co., Moundville, W. Va., of their new glass dinnerware line by New York Manager Charles L. Weddle, and are now on display at the concern's salesroom, 141 Fifth Ave. The items consist of a charming new etched pattern that promises to add to the popularity of this only complete glass dinnerware service on the market. With this design the line may now be procured in three different patterns. The ware as well as plain is made in

crystal, amber, green and blue. The colors are uniform throughout and a special feature of the glass is that it is heat resisting. The line is sold in sets or open stock. Besides the usual dinnerware service pieces there are a number of other items such as table centers, stemware to match, etc.

New Glass Compact and Other Original Items

One of the cleverest of the new items on the market is that shown by O. C. Graham, New York manager for the Cambridge Glas Co., at the concern's salesroom, 184 Fifth Ave. This is a glass compact set consisting of a bottom and cover in a fancy oblong shape. The lower part has recesses for rouge, powder and puff, eye brow pencil and lip stick. This is made in amber, green, peachblo and crystal in polished or satin finish and comes in various decorations. The item is sure to prove a ready seller through its popularity with the fair sex. Another very attractive and practical number is a five piece handled high ball or bridge set. This consists of a handled tray with compartments holding four 8 oz. tumblers. This is also made in amber, peachblo and green and may be procured in crackled, plain or optic glass in various decorations. Somewhat similar to this is a very tasteful and attractive sugar and cream set with tray. The colorings of this are the same as in the above mentioned items and may be had both plain or decorated. Another departure from the ordinary is a glass place card. This is made with a center space in frosted finish suitable for writing on, the same principal as a slate, upon which may be written the name of the guest. By the simple means of a moist rag the writing may be erased. This is also produced in various colors.

Good Value in Attractive Cake Set

A new cake set has been received by Phillips, Thistle & Smith, Inc., 1107 Broadway, from the Pope-Gosser China Co., Coshocton, O., for which they are the New York representatives. This comprises six, 6 inch plates, and a large cake plate. These may be retailed at \$5 with a good margin of profit to the dealer. The design is a lattice border in yellow, employed with a white and blue floral treatment that is at once dainty and effective. A bird and floral center complete the decoration. The same design may be had in a dinner service.

Pottery

(Continued from page 15)

Dressler Tunnel Kilns Satisfactory

Very satisfactory results are said to have been found by the management of the Limoges China Co., Sebring, O., following a two months' operation of its new Dressler tunnel kiln. This kiln permits the entrance of a car of ware every thirty minutes, and the firing of approximately 5,000 pieces of ware every 24 hours. The kiln

(Continued on page 21)

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER

Lamps of Fine Character

The three artistic new lamps pictured, from the studios of John B. Salterini, 35-37 West 23rd St., New York, are excellent specimens of metal artcraft in fine proportion, symmetrical modeling and unique design in cut-out figures. These are taken from the old time fairy tales which give them an added interest. Note how beautifully the figure decoration lends itself to the scroll work and arm, showing correct balance and graceful line in fine conception and adaptation to the lamp proper. The lovely parchment shades carry out the same distinguishing design and motif, adding further charm to the unit. The Salterini products are noted for originality and craftsmanship which is evidenced in these new lamps, herewith given.

The Salterini studios are constantly producing new style lamps in many designs, motifs and rich finishes.

A Fine Reproduction



At the present time, Colonial lamps have a special appeal, when the Sesquicentennial has revived this character lamp. The unique glass lamp illustrated from Alladin Mfg. Co., Muncie, Ind., carries out the colonial idea in its splendid modeling and quaint construction. The dainty chintz shade, hand painted on buchram, also brings to life ancestral times, in its old fashioned, all over floral design. Both shade and lamp have a special appeal at this time, and bring all that is desired in a splendid reproduction of period times.



CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Mail Order Houses Show Business Stability in Hub City Section

INDICATIONS of the stability of business conditions in this section may be had from the sales report of Sears, Roebuck & Co. and Montgomery Ward & Co., the two biggest mail order houses in the country. June sales of both companies were about \$2,000,000 higher during June, 1926, than in June, 1925. Sales for the past six months period for Sears, Roebuck & Co. were \$126,346,928, against \$104,917,102 for the same period a year ago, and for Montgomery Ward & Co. were \$95,105,157 against \$82,425,775 for the corresponding period last year.

Pre-inventory sales are being held by a number of the large Chicago department stores this week. The stores are making a decided attempt to reduce their stock on hand before inventory taking. This has had a quieting effect on the local wholesale trade as these stores are not making any purchases until after their inventories are completed.

The annual convention of the Western Glass Jobbers

Association was held at the Congress Hotel last Wednesday.

The Hartman Furniture and Carpet Co. put into effect its new policy of shorter hours for its 2,000 employees last week. This new store-closing plan was recently announced by the Hartman firm and shortens the working time of employees eight hours per week, in the eleven stores operated by them. This new plan eliminates Tuesday evening store hours and will prevail hereafter, excepting during the holiday season and special sales periods.

The Art Lamp Manufacturing Co. decreased its capital stock recently to \$700,000 and 50,000 shares of non par value from \$1,000,000 and changed the par value of the shares.

James Simpson, president of Marshall Field & Co., accompanied by his two sons and several friends, left last week for the Cody district in Wyoming. They will spend six weeks on a ranch fishing, hunting and trapping.

The Bridgeport Furniture Co., 3222-24 So. Halsted St., was recently incorporated with a capital stock of \$100,000 for the sale of household, office and store furniture, fixtures and supplies by Olga Janeliunas, Julius Janeliunas and William Picktorman.

F. W. Merry, of the Indiana Glass Co., Dunkirk, Ind., spent several days in the local market last week.

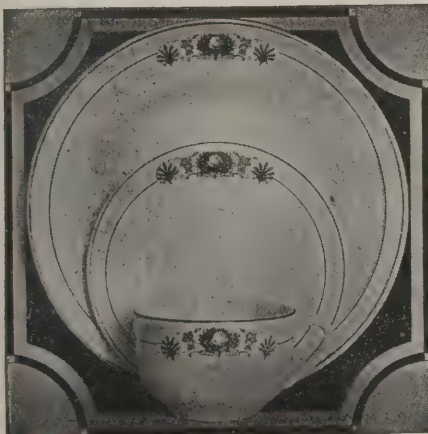
Mark Levy & Bro. have leased from S. B. and B. W. Fleischer of Philadelphia the store at 63 East Randolph St., to the Toya Importing Co., which specializes in the sale of oriental goods.

A number of premium buyers will be in Chicago for the week of July 19. While their visit will be primarily for the merchandise displays, such as the Luggage & Leather Goods Exhibit, they will also be in the market for dinnerware and glassware for premium use.

B. H. Palmer, of the United States Glass Co., returned from his road trip and left on a three week vacation in Southern Illinois.

Carson, Pirie, Scott & Co., formerly opened its new wholesale plant last week in the remodeled Farwell building at Adams St. and the river. The new plant contains

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

1,000 square feet of floor space, said to be the largest wholesale dry goods plant in the world. The customers' entrance room was decorated with flowers for the occasion.

H. L. Kelly, of Kelly & Reasner, local factory repre-

sentatives, is spending a two week vacation in Northern Wisconsin.

S. O. Paull, of the Eagle Manufacturing Co., Wellsburg, W. Va., was a visitor in this market a short time during the past week.

**WHAT TO BUY
AND WHERE TO
BUY IT IN —**

CHICAGO

**A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS**

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings Phone
and Iridescent. Central 3497

EARL W. NEWTON AND ASSOCIATES

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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

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Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. National Glass Novelty Co.
Susquehanna Cut Glass Burke Studios

THE SEBRING POTTERY CO.

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*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Kopp Glass Co., Inc., Makes Debut

Among the important glassware changes of 1926 is the coming of the Kopp Glass, Inc., a new company under well-experienced management, which will make glassware specialties and illuminating glassware of many kinds. The name "Kopp" is not unknown in the manufacturing end of the industry because for many years one of the acknowledged developers of new type of glass, new colors and new ideas has been Nicholas Kopp. As the name indicates the new company is named for Mr. Kopp and he is the active head as president.

Unlike other new ventures, Kopp Glass, Inc., has a management of men trained in the glassware industry who have been associated with the Pittsburgh Lamp, Brass & Glass Co., for years. Kopp Glass, Inc., when plans now under way are completed, takes over the glassware plant at Swissvale, Pa., on the main line of the Pennsylvania Railroad, a few miles east of Pittsburgh.

Kopp Glass, Inc., will be a separate and individual establishment, with no connection with any other concern. It is being financed separately. Improvements and changes will be made at the Swissvale plant to make it inferior to none for the special and feature wares it will manufacture.

The new company, while already starting to function, will get definitely into the trade when it announces this Fall some interesting new lines. Mr. Kopp and his associates declare that their promise of interesting new things must suffice for the present.

Not only has Mr. Kopp been known as one of the leading developers of special glasses in crystal and colors, but he is also a designer and the new things his company will have, will be worked entirely by the new company. Kopp Glass, Inc., will continue the manufacture of the cased-glass illuminating ware known to the trade as "Delica White" and also will make Kopp signal glass which is standard with many railroads and steamship lines.

The Swissvale plant, where the general offices and showroom of the Kopp Glass, Inc., are located, is well adapted to the various lines that the new company will produce. There is a 16-pot furnace, a 12-pot furnace and two day tanks to take care of the melting. There are also two batteries of five lehrs each for annealing signal glass, each piece of which is annealed in its own carier consisting of a sheet iron tray with asbestos lining.

More than 50 colors of glass have and are being made in the Swissvale factory. The workers, many of them veterans, are well trained in the making of illuminating ware and specialties. This is an added reason why Kopp Glass, Inc., begins its activities auspiciously.

Harry A. Ross, for 30 odd years with the Pittsburgh Lamp, Brass & Glass Co., is vice president and sales manager of the Kopp Glass, Inc., and his sales staff is located in important cities throughout the country. C. H. Curry is treasurer of the company, and W. F. McNaugher, also in charge of the office as secretary. Assisting Mr. Kopp formerly with the Pittsburgh Lamp, Brass & Glass Co., is in his capacity as glassmaker is C. J. Huot, his nephew.

Pottery

(Continued from page 17)

has also produced a saving in overhead expense in kiln approximately \$100 per diem, it is said, this saving being in labor, time and fuel costs.

Gets Federal Patent for New Kiln

Wilson L. Burley of Crooksville, O., has been granted a Federal patent on a new design for a kiln. A number of new ideas have been incorporated into the original drawings, making it a new type of tunnel kiln.

Illinois China Builds New Kiln

Construction of a new kiln at the plant of the Illinois China Co., Lincoln, Ill., has been started, the intent of the improvement being previously noted in this department. The additional kiln will add about 20 per cent to the production of hotel china at this plant.

Poplar Bluff Wants Pottery Plant

A desire to have a pottery plant at Poplar Bluff, Mo., has caused the Chamber of Commerce of that place to open negotiations with Evans Bros., of Bloomfield, Mo., to relocate its plant there. In the new location, it is said the firm would be in the heart of a clay belt, the material of which would be available for the manufacture of a general line of stoneware.

North State Producing Art Pottery

Production of a line of art pottery has begun at the new plant of the North State Pottery Co., Sanford, N. C. This pottery was designed by Prof. Greaves Walker, who is noted for his work in ceramic research. It is likely this new line of ware will be shown at Pittsburgh, Pa., during the buying season next January.

George T. Bratt Returns

George T. Bratt, western representative for the Edwin M. Knowles China Co., has returned to the home office, following a late spring trip over his territory.

Crockery Baking Causes \$5,000 Fire

Fire at 541 Atlantic Ave., Boston, in a second floor office of the United China Co., July 5th, caused damage estimated at \$5,000. A second alarm was sounded by Chief Sennott as a precautionary measure.

Benjamin Phillips of ladder 8 was injured by glass. His right wrist was severely cut. After treatment by an ambulance doctor he went back to duty. Overheating of a gas oven used in baking crockery is given as the cause.

Buyers in New York

JULY 6, 1926

Mr. Moreland, house furnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 W. 30th St. (B. F. Levis).

JULY 7, 1926

L. A. Bourbon, house furnishings, china, Duffy-Powers Co., Rochester N. Y., 1150 Broadway (F. Lilienthal & Co.).

J. Martin, china, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

Potters to Seek Ten Per Cent Increase

(Special dispatch from Staff Correspondent.)

Eight thousand members of the National Brotherhood of Operative Potters will seek an average wage increase of 10 per cent in a proposed two-year general ware agreement with the United States Potters' Association, it was stated authoritatively at Atlantic City.

More than half of the nearly 150 resolutions submitted for consideration of the thirty-sixth annual convention, deal with a proposed advance in pay for the 11 crafts in this branch of the industry.

The large number of resolutions is attributed to the fact that in 1925 practically the same scale of the previous two years was continued.

Some trades ask an increase of 14 per cent and still others only five per cent.

Working conditions are satisfactory. Any proposed changes in this respect will be of minor importance, it was pointed out.

The convention will issue instructions to the confreres who will meet the labor committee of the United States Potters' Association, probably in September in Atlantic City, to draft the new biennial agreement to replace the old scale which expires on October 1.

Adopt Wage Increase for Potters

(Special dispatch from Staff Correspondent.)

At the Potters' Convention, Atlantic City, the convention defeated the resolution calling for biennial sessions instead of annual meetings. Many of the resolutions calling for an advance in wages have been adopted. The committee on resolutions have eliminated propositions from the floor of the convention. Because of duplication of purpose national officers elected last year will continue over a two year term.

Complete reports of the annual convention of the National Brotherhood of Operative Potters will be published in the July 15th issue of the Crockery and Glass Journal.



THE ideal life is in our blood and never will be lost. Sad will be the day for any man when he becomes contented with the thoughts he is thinking and the deeds he is doing—where there is not forever beating at the doors of his soul some great desire to do something larger, which he knows that he was meant and made to do.—*Phillips Brooks.*

Declares Installments Lowering Prices

Sees Some Good Even in Peddlers But Cost of Peddling Is Yet Undetermined Is Admitted

INSTALLMENT selling bids fair to become an important factor in the lowering of production costs and retail prices, according to Alvin E. Dodd, manager of the domestic distribution department of the Chamber of Commerce of the United States, who recently addressed the Society of Industrial Engineers at Philadelphia.

It will bring this about, Mr. Dodd explained, not primarily because the installment method is what it is, but because it offers a channel through which keen industrial competition may keep up the production pace to that end.

"The old conception of supplying an existing demand," said Mr. Dodd, "has been succeeded by the new question of creating a demand through a super-abundance of supply."

"While our growth in population has been material, it is only about 16 per cent above that of 1913; but accepting 30 per cent as the increase in the facilities for manufacture, a capacity exists seriously in excess of what might be called the normal demand based on pre-war rate of production. I do not offer these percentages or the interpretation of them as other than suggestive. The population increase is based on more or less accurate estimates, while the increase in manufacturing facilities is guess pure and simple. But the picture, although somewhat blurred, is before us and its outlines may be recognized."

"This is your distribution problem. When something is produced for which there is no immediate demand the situation is like that of the railroad which has not sufficient traffic to keep it busy."

"As a result we see exaggerated forms of competition. We see extraordinary displays in advertising at extraordinary costs. We see new methods of distribution manifesting an extraordinary growth. And we see that latest 'ghost,' installment selling, which is not appeased

by anything less than the payment of next year's income for this year's product."

"I am not a calamity howler. There is a bright side to every cloud and every new manifestation in distributive methods has both an economic reason and an economic justification."

"The new method of selling by direct mail advertising not improbably will result in lessened cost of distribution."

"The extraordinary display of advertising has not increased materially, if at all, the cost of merchandise in such a manner as to burden the consumer."

"House-to-house canvassing, while we do not know its cost of distribution precisely, appears not to exceed the costs of other methods."

"Installment selling when rationally conducted and when surrounded by ordinary safeguards of credit is a great improvement upon the more or less irresponsible open book accounts which have prevailed in the past."

"This forced competition has exerted and will continue to exert pressure which results in lowered costs of production and these lowered costs will in time have a profound effect upon the retail price of merchandise."

"It is impossible to disassociate manufacture from distribution. The goods produced must be moved to consumers. Profits earned by efficient fabrication must not be dissipated by retardation in the movement of the product from factory to consumer. Essentially the distributive machinery is only a continuation and extension of the fabricating machinery."

"The whole structure is so vast that the inclination is to turn away from it and leave efforts to simplify and understand it to the isolated fragmentary impulses of a few progressive minds, active in their own interests, but dealing with a segment of the problem. This tendency represents surrender. It merely postpones the day when an acute and widespread disorganization will compel attention."

Facts Beat Fancy, Ad Expert Declares

"Facts must come first in every advertising campaign," declared Milton Towne, of the Joseph Richards Company, in describing the building of a modern campaign of advertising at the American Association of Advertising Agencies meeting at the twenty-second annual convention of the Associated Advertising Clubs of the World here today.

"The old order was inspiration first and fit the facts in after. 'Think me up an idea that will increase my sales and I will advertise,' straight-armed the manufacturer. 'I will,' said the agency man, blithely. On such shallow foundations were erected certain familiar advertising edi-

fices that are now being shored up to permit the building of sounded, deeper substructures. The rebuilding process is apparent to any close observer of advertising trends."

"This is not to suggest that your foundation, however, securely it may rest on the bedrock of facts, can be laid for all time. The sales facts of yesterday are not today's, much less tomorrow's. And the foundation in the construction of an advertising campaign is straight thinking based on sound interpretation of sales facts. In the process of building from facts there are no mysteries involved to the agency man who has taken an intelligent interest in clients' sales problems over a period of years."

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glenderefancy
Highlandplain
Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Carrollton, Ohio
14 Kilns

Factories

Scio, Ohio
9 Kilns

"Theresienthal"
Stemwares

"Krautheim"
Dinnerwares

"Schierholz"
Dresden Art Goods

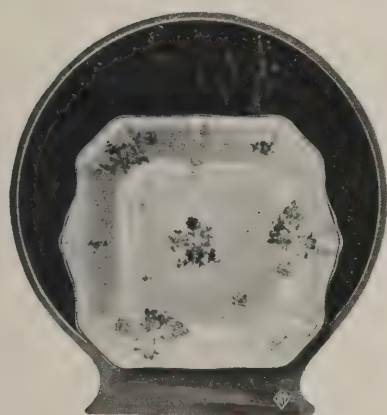
"Royal Dux"
Art Goods

*"Venetian Art Glasswares and
Many Gift Shop Novelties"*

now being shown throughout the country
by our representatives. A postal card will
inform you when they will be in your
vicinity.

FRED C. REIMER CO., INC.
49 West 23rd Street New York City

CROOKSVILLE
CHINA CO
U. S. A.



H-5 Pattern

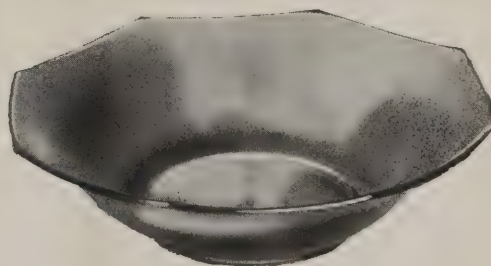
"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO
Main Office and Factory
EASTERN REPRESENTATIVE
Herbert A. Wellington
Boston, Mass.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
348 Morrison Hotel
Gordon A. Weese
Representative



No. 1211-12 in. Bell Bowl

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street
Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO

R. A. Keel,
4039 Lincoln Avenue
CHICAGO

PHILADELPHIA
Fred Stott,
1007 Filbert Street
SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

Housewives Say They Don't Like Peddler Plan

**But Bell-Ringers Make Their Prices Seem Lower to Them—
Results Show Stores Have Advantage If They Capitalize It**

THE success of the house-to-house peddler in some communities is due to the notion in the minds of housewives that the canvasser's prices are lower than those of the retail merchant. This fact was discovered recently by the John T. Bartlett service in a survey made of Boulder, Col., and published in *The Denver Jobber*.

"Working through the Advertising Club, merchants of Boulder secured the co-operation for a questionnaire survey by the University of Colorado class in advertising. The Advertising Club prepared a questionnaire which, using standard 'sampling' methods, crews of students took from house to house in the city. Strict precautions were taken to insure an exact check on public opinion.

"Roughly, two-thirds of all housewives interviewed declared they did not approve of methods used by canvassers. Right there, certainly, is a big advantage enjoyed by the local merchant in competing with house-to-house salesmen.

"It is offset somewhat, though pointing to the necessity for educational advertising effort—by the attitude of housewives toward local stores. What do they think of

prices charged by the stores in your town? In Boulder, approximately 40 per cent declared prices were high. Considerably less than 1 per cent thought them low. The largest single group considered them 'medium.'

"Asked for opinions of quality of merchandise, 116 housewives called quality medium, six thought it high, and two low.

"The great majority of housewives thought service received from sales people in the store was 'fair.' About equal numbers called service excellent, and, respectively, poor.

"Delivery and charge accounts service was called fair by 114, excellent by six, and poor by four.

"Why do housewives buy of canvassers? In the Boulder 'sampling' survey, 50 cited price, 31 quality, 15 new goods, 5 exclusiveness, 4 service with products, and 6 sentiment and sympathy.

"Undoubtedly, the most significant facts produced by the survey were, first, the disapproval of canvassers expressed by a large majority of housewives, the feeling that local prices were high, and the majority opinion that local store service was only 'fair to poor.'"

Initial Step Is Taken By C. of C. to Reduce Business Wastes

AS a first step in bringing to a common focus efforts of the various trades and industries to reduce the wastes in business resulting from trade abuses and misunderstandings and unethical trade practices the Committee on Trade Relations of the Chamber of Commerce of the United States held its first meeting in New York on June 29 to lay out a plan of its activities.

It was agreed that the work upon which it is embarking and which has for its purpose the eventual establishment of a complete system of business self-regulation should, at the present time, take four directions:

1.—Promotion of the development of joint trade relations committees within each trade and trade group, including representative manufacturers, wholesalers and retailers, for the adjustment of trade controversies and the establishment of standards of business practice.

2.—A survey of the existing agencies for the regulation of trade practices to determine what progress already has been made in this direction.

3. To serve as a medium of information for such trades or trade groups as have already set up the neces-

sary machinery for the adjustment of disputes or the correction of unethical business practices.

4.—To cooperate with existing organizations in the development of arbitration as a method of adjusting trade disputes.

The committee summarized its general conclusions in the following statement of its immediate purposes:

"Investigation has disclosed that misunderstandings, abuses and unethical practices between manufacturers, wholesalers and retail distributors result in loss and waste to industry and increase the cost of merchandise to the consuming public;

"A number of industries through their own trade associations have created Joint Trade Relations Committees which function in the direction of removing misunderstandings and unethical practices;

"We believe this method is best calculated to promote sound trade practices: Therefore the National Trade Relations Committee of the Chamber of Commerce of the United States will undertake actively to promote the or-

(Continued on page 28)

GOOD ILLUMINATION

MEANS PROPER LIGHT



No. 7560

No. 7560 COLONIAL BOUDOIR LAMP, intended for use in matched pairs, but useful singly in many ways and places, is plain to the point of simplicity but so modeled that grace is in every line.

Five decorations, scenic, floral and plain, offer pleasing variety.

UNITED STATES GLASS COMPANY

PITTSBURGH, PA.

No. 7561 DECORATIVE LAMP is a new idea in lighting. Completely enclosed, it is so designed and decorated that the entire lamp is radiant, brightest at the top and shading off towards the bottom. Three floral motifs are the decorations. Used to advantage in a recess or alcove or on a hall console table, where soft-toned effects are desired.



No. 7561

Both lamps are two-piece, all glass, wired complete with 6-foot cord and two-piece plug. Packed individually in reshipping cartons, with six lamps to a container.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

For use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
C O M P A N Y
Beaver Falls-Pa

ECONOMY TABLE TUMBLERS

Look for
the
Economy
Bulge.



and the
Broad
Abutting
Foot.

A Tumbler Worth Advertising

If you are looking for a tumbler that has real merits and is worth advertising, consider the Economy. It has an attractive shape that fits the hand. Edges cannot touch. Difficult to chip or break. Hard to upset. Cannot be nested. In sizes from 3 to 18 oz., plain and etched. Fine lead blown glass. Table tumblers in barrels of 18 dozen or carton of 6 dozen.

Sold only through distributors.

ECONOMY GLASS CO.
MORGANTOWN, W. VA.

DID YOU EVER STROLL UP ~ FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

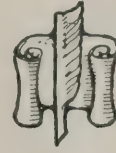
*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Secretary Mellon on Distributing the "Surplus"

An interesting account of Treasury conditions and processes is contained in a letter from Secretary Mellon to Chairman Smoot of the Senate Finance Committee, called for in reference to a measure introduced by Senator Copeland and Representative Jacobstetlin of New York. That measure provided for a refund to taxpayers of the surplus in the Treasury and for the reduction of admission, automobile and other taxes in the event of an anticipated surplus during the fiscal year 1927. Mr. Mellon suggested that the bill apparently contemplated the existence in the Treasury of a cash fund in excess of the requirements for the current operations of the government. That view, he said, was a misconception of the Treasury "surplus," which in any fiscal year was the excess of governmental receipts over expenditures chargeable against receipts. If, the Secretary remarked, there were no national debt, the surplus would pile up in cash and a fund would exist to distribute. He pointed out, however, that the United States owed over \$19,000,000,000, and during the fiscal year 1926, he noted, there were debt maturities in September, December, March and June.

On each of these maturity dates, he continued, the Treasury took into consideration the amount of cash in the general fund, the government receipts which might be expected in the succeeding quarter, the amount of cash necessary to pay maturing obligations, and the probable expenses of the government through the next quarterly period, and borrowed only enough new money to meet the maturing obligations and to pay the expenses of the government for three months. Under this procedure, if receipts are exceeding expenditures, less of new securities are sold than the amount of old securities maturing and paid off, and the effect is automatically to apply the surplus to debt reductions. Thus on June 15 last the Treasury had some \$333,000,000 of certificates maturing, but with the cash then in the general fund, plus the expected income taxes and other receipts for June and the two months succeeding, the Treasury found that it could retire those certificates and pay the government expenses to the next borrowing date in September without a new flotation of securities, and, therefore, no new securities were sold in June to replace the \$333,000,000 paid off.



THE mark of the man of the world is absence of pretension. He does not make a speech, he takes a low business tone, avoids all brag, promises not at all, performs much. He calls his employment by its lowest names, and so takes from evil tongues their sharpest weapon.—
Emerson

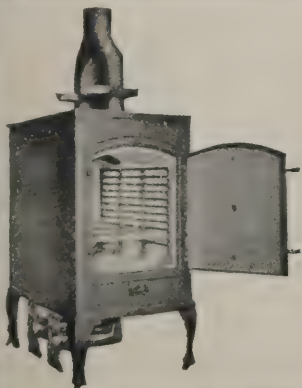
"You Can't Argue Against Conviction"



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the BUYERS LAMP DIRECTORY is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP DIRECTORY
45 East 17th Street
New York



PERFECTION KILNS

Oil or Gas

For Decorating and for Pottery
Construction based on Long Experience and Latest Scientific and Technical Knowledge

Durable—Economical—Reliable

B. F. DRAKENFELD & CO. Inc.

Sole Sales Agents

50 Murray St.

New York

C. of C. to Reduce Wastes

(Continued from page 24)

ganization of Joint Trade Relations Committees, consisting of representatives of associations of manufacturers and wholesalers, or of such associations and associations of retailers concerned in the sale of similar commodities. It will be the function of the National Trade Relations Committee to assist in the organization of such joint committees with the hope ultimately of bringing about the organization of a committee representing all factors in production and distribution. These purposes should be accomplished through a survey of the field; by suggestion and advice as to method and procedure; by promoting conferences of representatives of the various groups so organized into joint committees; and by acting as a National Clearing House of information for all organizations now engaged—or which shall in the future be engaged in efforts to improve trade practices."

Members of the committee representing several trade groups described the striking progress already made in some of the industries toward the establishment of systems of self-regulation within the trades or certain branches of trades and agreed that the time is most propitious for rearing upon this foundation a more highly developed structure for the adjustment of disputes and the correction of unethical practices which are the source of waste in the distribution of merchandise.

A more detailed program of activity will be outlined at the next meeting of the Committee which is expected to be held in September. In the meantime a survey of the whole field will be made to determine the directions in which the most useful and quickest practical results may be accomplished.

A. Lincoln Filene, of Boston, presided at the executive meeting of the committee as chairman.

Portland Retailers Form Association

Retail merchants of Portland, Ore., have recently organized into a body to be known as the Portland Retail Merchants' Association.

Charles F. Berg, of the Berg store, has been named president; Lee Schlesinger, Olds, Wortman & King, vice-president; J. H. Kuhn, Sealey Dresser Company, second vice-president; Harold F. Wendell, Lipman, Wolf & Co., secretary and treasurer. The following were elected directors, including the above officers; Max G. Politz, H. J. Ditter, H. H. Sichel and Arthur A. Goldsmith.

One of the initial problems to be tackled by the association is the question of special discounts to customers.

Ad Tells Why Macy Selected Atlanta

An advertising campaign inaugurated by the Industrial Bureau of Atlanta, Ga., is attracting nationwide attention. Recently one of the series asked: "Why did Macy's choose Atlanta?"

The copy reproduces a letter written by Percy S. Straus, vice-president of the store, in which he cites the advantages of the great Southern metropolis.

Arbitration Movement for Settling of Commercial Disputes Progresses

THE movement for the arbitration of purely commercial disputes by trade tribunals has made notable progress during the past two months, according to a bulletin just issued by the American Arbitration Association.

The Louisiana Senate passed unanimously the bill introduced on June 7th "to make valid and enforceable written provisions of agreements for arbitration of disputes arising out of contracts" and the measure is now before the House Judiciary Committee.

Although Louisiana now has arbitration provisions in a civil and commercial code they are limited in enforceability to existing disputes and the procedure is considerably restricted. The new bill contains a provision repealing all inconsistent acts. The measure is supported by the New Orleans Association of Commerce, Louisiana Society of Certified Public Accountants, New Orleans Film Board of Trade, Louisiana Bottlers of Carbonated Beverages, New Orleans Credit Men's Association, Louisiana Bankers' Association, Louisiana Manufacturers' Association, Southern Pine Association and many other state and local trade and commercial organizations.

The Kiwanis International Convention at Montreal, adopted on June 10th, a resolution endorsing the principle of arbitration in the adjustment of commercial controversies and authorized the Committee on Public Affairs, H. Walter Gill, of Atlantic City, N. J., Chairman, to urge the 1,450 Kiwanis Clubs and their 125,000 members to work for the enactment of uniform state arbitration laws.

The Detroit Chamber of Commerce unanimously agreed, at a luncheon on June 9, to establish an arbitration tribunal and named a Committee, of which Thomas S. Merrill, President of the Chamber, is chairman, to make the necessary arrangements.

The Massachusetts Chamber of Commerce has just issued a comprehensive hand book containing comments upon the interpretation and effect of the various sections of the Massachusetts arbitration law, and suggesting rules and regulations for the use of arbitration committees.

Representatives of the Philadelphia Building Congress, the Philadelphia Chamber of Commerce, the Philadelphia Chapter of the American Institute of Architects and the Philadelphia Building Chapter of the Associated Pennsylvania Constructors discussed commercial arbitration at a joint meeting in the Philadelphia Chamber of Commerce on June 18th. Resolutions were adopted commending the progress made in commercial arbitration during the past few years and recommending that the Pennsylvania Legislature pass an arbitration law based on the arbitration statutes of New York, New Jersey, Massachusetts, Oregon and the Federal Act.

The Silk Association of America announced that of the 51 meetings held in its New York offices during April, eleven of them were concerned with commercial arbitration. It is regarded as likely, that the current year will

mark a new high record in the number of trade disputes settled, exceeding the 1925 record of 34 cases.

Lucius R. Eastman, Chairman of the American Arbitration Association, and President of the Merchants' Association of New York, speaking before the Convention of the National Association of Credit Men at the Hotel Commodore on May 25th, urged the credit man to become "a minute man on the firing line of arbitration, for its widespread development and general use."

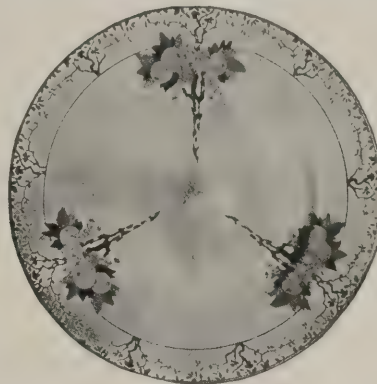
Joseph J. Glatzmayer, of the Merritt-Chapman & Scott Co., and President of the National Board of Steam Navigation, advised the Jersey Marine Club, Hoboken, N. J., recently the following advantages of commercial arbitration:

1. It is devoid of the bitterness very frequently evident in litigation and which results in lasting enmity.
2. It avoids the long delays encountered in recourse to the courts, as any matter can be heard just as soon as the parties are prepared to proceed.
3. It permits of far greater latitude in the presentation of evidence.
4. It minimizes legal expense, reduces interest charges, if the matter be one of financial consideration, and reduces costs.
5. A finding does not necessarily establish a precedent.

A Useless Invention

An Englishman has designed a car which he says will go 200 miles an hour, but we don't see where he can go in it except to jail.—*Binghamton Press*.

One of the Newest Patterns In Service Plates



Design No. 1147.

A delightful motif that will harmonize well in the decorative scheme of the present day country house. One of many new designs.

The Sendar Company

Specials in
Domestic
Dinnerware
and
Hotel China

35 West 23rd Street
New York

What a Big Fifth Avenue Store is Selling in Lamps

BY NORTON B. JACKSON

THE eyes of the world center on Fifth Avenue, the greatest of thoroughfares, when the latest in merchandise is considered. Here may be found the ultra-fashionable in everything from a French briar pipe to a parchment lamp shade.

Being particularly interesting in the latter as well as lamps in general we paid a visit to the great store of B. Altman & Co., which majestically faces Fifth Avenue at 34th Street, New York City. This store boasts as attractive a lamp department as can be found in the metropolis or for that matter any big city in America. Here may be found the latest in lamps, lamp shades, lanterns, torches, novelties and the various lines that go to complete an up-to-date lamp department. A visit to this store, it may be seen then, is indicative of what a high-class trade is buying.

As one steps from the elevator on the fifth floor he is confronted with a large expanse of floor coverings in piles while in the background blazing forth like Broadway at night is the store's Lamp Department.

One of the first things that attracts the eye in this department is a rare and unique collection of old pieces of glassware collected from New England. These are originals and include pickle jars, kerosene lamps (some as old as 1865), whale oil lamps (100 years old), jugs, glass bottles, godey shades and many other items. This collection is certain to attract the attention of the visitor to the store's Lamp Department.

One of Altman's leading sale items in this department is its collection of Italian and Spanish lamps with hand decorations to match the shades. This idea of having lovely shades with bases painted to match is proving very popular.

Every modern lamp department in the big department stores has its line of brass goods and Altman's have a very fine array of English ware that is mighty appealing. Another line that is in good demand is that of the French Girandoles in group and single figures. This line was recently received from Paris. French lamps with pleated silk shades in contrasting colors in two shades of orchid

(Continued on next page)

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

EXPERIENCED MAN SEEKS POSITION

A MAN who has served many years as general salesman under the tutelage of one of the most successful managers in the general ware industry, whose position brought him in contact with principal buyers throughout the country, desires to make a new connection of responsibility as general salesman or manager of office. References of the highest character. Box 559, CROCKERY AND GLASS JOURNAL.

AGENT SEEKS CONNECTIONS

MANUFACTURERS' representative with display room established in Chicago ten years desires connections to represent manufacturer of pottery, glass or lamps. Complete lines or specials. Commission basis. Address J. B. Finn, 130 North State Street, Chicago.

OKLAHOMA-TEXAS SALESMAN WANTED

WANTED—Fifty year old mid-west jobbing house carrying import and domestic dinnerware of all grades, glass, novelties, also complete line hotel china and supplies, wants salesman for Oklahoma and Texas Panhandle. Splendid prospect for capable man. Address Box 558, CROCKERY AND GLASS JOURNAL.

TWO HIGH-GRADE SALESMEN WANTED

PROMINENT importer of china, glassware and art wares, has an opening for two high grade salesmen. Excellent territory. Only men with successful records as producers will be considered. Reply to Box 560, care of CROCKERY AND GLASS JOURNAL.

REPRESENTATIVES WANTED

WE have ten States open where we desire high grade representatives. Only those that can furnish satisfactory reference and are familiar with the trade need apply. Give all information as to what lines now carried in first letter. Bonita Art Glass Company, Huntington, West Va.

A Fifth Avenue Store

(Continued from preceding page)

and black and also orange are proving good sellers but to our mind the base in circular shape and filled with water is the part that compels attention to this lamp. Credit for this idea goes to the French and this lamp is certain to prove popular in America.

Still another French importation are the vanity lamps with French shades and porcelain groups.

A display of bronze torcheres standing several feet high is very impressive as well as a display of novelties in rosequartz, jades and crystals and Vienna bronze table lamps with colorful glass shades and figures at base.

Continuing through Altman's Lamp Department one is greeted by a display of old English lanterns which call to mind those early days in England of which one reads—

the days of the quaint old taverns with their sign over the main entrance and glowing lanterns on either side of the door. A display of floor lamps with shades depicting old Colonial day scenes also recall to mind days of the past.

Then there is a section devoted to the new Holophone prismatic glass daylight lamps that cause no glare. These lamps are surely destined to be popular as they completely eliminate any eye strain.

Altman's also have a department devoted to candle shades which is very popular and does a tremendous business not only in candle shades but in candles as well. This department handles candles in all shapes and colors and has several attractive novelty candles with figure heads that are in good demand.

There is also in the store's lamp department, of course, a complete line of vase lamps, boudoir and table, junior lamps and bridge lamps.

PETER POTTER



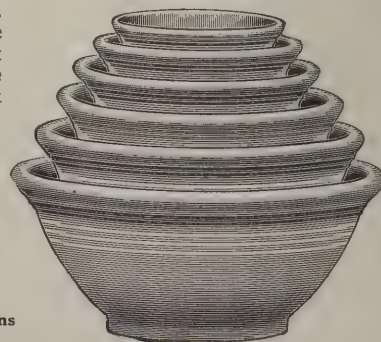
PETER POTTER SAYS: Comin' back from a vacation to work is like trying to ride a hoss again after layin' off sence boyhood ya gotta buckle down 'n learn th' fit o' things.

"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece.
Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.

The
BRUSH POTTERY CO.
ZANESVILLE, O.

New York Office:
John L. Pasmantier & Sons
5 West 20th Street



Lamps a Boon to Home Lighting

BY CHARLES D. SPAID

INCONSISTENCY seems to be one of the prevailing habits of the human race. An inkling of this is discovered by observing the habits of a man who smokes. In the majority of cases such a man when at his office is generally careless as to the disposal of the ashes coming from his cigar or cigarette (the ashes usually go on the floor) but when at home he would consider such actions as horrifying. We are careful of our actions at home always in an attempt to do that which we consider to be the proper thing. But the inconsistency of our illumination is of the opposite principle—at the office we are exceedingly careful while at home we are quite negligent. Of course it may be said that inconsistency is welcome in many things but hardly permissible in the lighting of our homes and offices—both places must be credited with the same amount of importance and this importance cannot be over-estimated.

Thomas A. Edison in 1879 produced the first incandescent lamp. This being such a short time ago many of us have been witnesses to the growth of the electric light business from the embryonic stage; and, as a result, it is only natural that their thoughts in considering illumination would be the high cost of such service as obtained in its infancy. This perhaps is the reason for the inadequate house wiring as found in the majority of our homes today—the unfounded thought of high cost of not only the installation but that of the current to be consumed afterwards. It is not idle print to represent the fact that light is cheap—much cheaper than the average concept. If we take the year 1914 and represent the cost of living as 100 and the cost of light of equal amount and carry them through to 1924 we will find that always the cost of living is higher than the cost of electric light; and that while living cost goes up and then down and up the cost of electric light has continued on a steady downward trend. The figures showing this are as follows:

Year	Living Cost	Light Cost
1916	128	76
1918	195	74
1920	225	69
1922	150	61
1924	150	54

This gradual decrease in the cost of electric light is due to the constant lowering of current rates and the marvelous improvement in the efficiency and in the reduction in cost of Mazda lamps. The price of Mazda lamps has decreased since 1914 by the astonishing amount of 51 per cent.

The most recent climax to the development of the lamp itself is that of the inside frosting (etching). These lamps have been a great boon to home lighting due to their being smaller in size, a more pleasing shape, the ease by which they are cleaned, a better quality of light,

and the harmonizing qualities of the pearl-gray color of the unlighted lamp with its fixture. The finish of the lamp permits it to take on the color tone of its surroundings.

But proper illumination in the home means more than having the proper sizes of fixture and lamp—common sense principles are quite applicable in the selection of the type of illumination and the fixture for the carrying out of the design.

Bad lighting may be classed under two headings, namely; the evils of gloom and the evils of glare. Gloom is, simply, not enough light. Glare is the result of light improperly handled, that is, the unshaded lamp or improperly shaded lamp producing a light that is not diffused. The remedies for these are simple—for the former a higher wattage lamp may be the remedy; for the latter, shades that are translucent (not transparent) and shades that have as an inherent quality that which is known as diffusion (capable of emitting a soft, shadow reducing light).

It is quite impossible to recommend a certain wattage for the lamp to be used in certain locations throughout the house. This feature is entirely dependent on the luminaire (fixture) and the location of such luminaire and the purposes that are to be served by it. The first consideration is that of the flexibility of the lighting system, that is, the adaptability of it to the occasion. For instance the light in a living room is inadequate when entertaining at bridge so much be supplemented—this may be done by the use of floor lamps and these are only possible when convenient outlets are on the wiring system.

A volume of material could be written to cover the individual rooms that go to make up a home to suffice it to say here that the underlying principles of home illumination depend much on the individuality of the person handling the illumination. However, it must not be forgotten to guard against the two evils—gloom and glare.

There is one thought in the lighting of our homes that is becoming of more event every day and that is decorative lighting. For this purpose the smaller types of lamps are used, these costing very little in their operation. The French people long ago realized the artistic touches that may be obtained from such practice. It is quite possible to run into expensive fixtures for such purposes but generally a housewife is able to use some ornament around the house as a statuette or an attractive piece of pottery, to obtain similar effects.

In considering illumination in the home it is often found that the original installation was fairly good, but due to neglect dust has collected on the lamps and fixtures thereby reducing the efficiency by as much as fifty per cent. Because a lamp still burns it is not indicative that the lamp is still good.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co. Selb. Also Fancy China from Winterling.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

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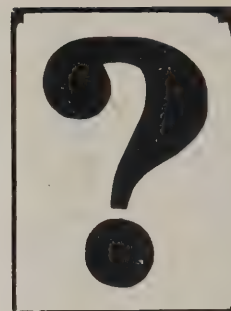
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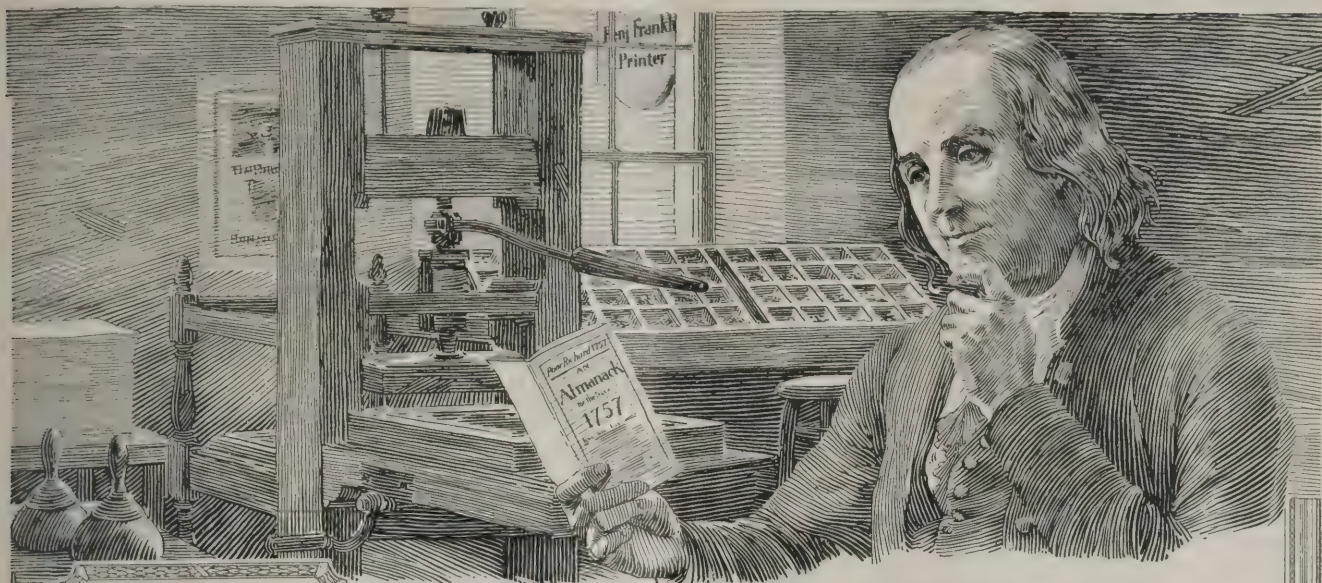
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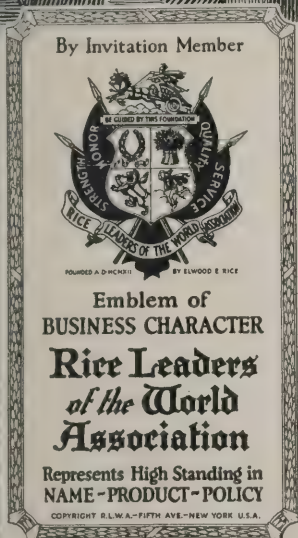
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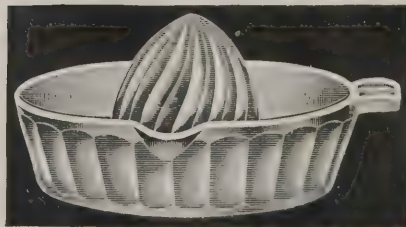
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Vol. 103

July 15, 1926

No. 2

AS THE EDITOR SEES IT

Business and the World Court

What business thinks of the World Court is reflected in a statement to the members of the Chamber of Commerce of the United States

issued by Elliot H. Goodwin, Resident Vice President of that organization, urging that they use their influence in bringing about American participation when the question comes before the Senate on December 17.

"The Permanent Court of International Justice," says Mr. Goodwin, "has been functioning for four years. In that time it has gained the confidence of the world as a body of outstanding jurists completely detached from the influence of international political intrigues. It is regarded by leading statesmen throughout the world as our best existing agency for dealing with disputes that threaten to destroy the peace of nations.

"Aside from the broader aspects of inter-governmental relations the World Court has an especial significance for business men. Trade and industry are world-wide in their ramifications and are becoming more so. Commerce knows no boundary lines. World peace is a vital factor in promoting and preserving universal prosperity. The World Court functioning with the support of all great nations will be an agency that thinking business leaders will turn to with constantly increasing frequency and assurance."

Because It Pays

That a contribution to the Chamber of Commerce may not only be highly commendable as an evidence of interest in communal affairs but

good business at the same time is officially recognized in a recent decision of the Board of Tax Appeals. It is given the character of a legitimate business expense and as such is an allowable deduction for income tax purposes.

Specifically the Board overruled the Commissioner of Internal Revenue who declined to regard as a business expense a contribution made to a local Chamber of Commerce in order to bring an Army post into the locality. The contribution was used to help pay for the land which was donated to the government for the camp. Holding the contribution a direct benefit to the taxpayer's business, the Board said that on the facts it would be difficult to imagine an expenditure which would have stimulated the taxpayer's business more than this contribution. An analysis of the Board's decision is given by the Chamber of Commerce of the United States.

It may be observed that the Board weighs each case on its own merits but its decision in this case justifies the conclusion that a good Chamber of Commerce is good business.

Market for American Toys in Australia

Australia One of America's Five Largest Toy Markets—Competition Keen—Growing Popularity of United States Toys

Based on Reports From Trade Commissioner E. G. Babbitt, Melbourne, Australia, and Vice Consul J. C. Hudson, Wellington, New Zealand, Published in Commerce Reports

AUSTRALIA is one of the five best markets for American toys. The United States manufacturer shares about one-tenth of the entire market, and it is believed has a good opportunity to increase his share of the trade. Toys are as much in demand as in the United States, the buying capacity of the people is high, and the superior quality and design of American toys over those of other countries make a special appeal to the Australian. The quality American toy also appeals to the New Zealand trade and it is believed that a larger share of this market can also be obtained by the American manufacturer.

UNITED STATES EXPORTS OF TOYS

Exports to both markets in 1925 showed an increase over 1924, as indicated in the following table:

Toys	Australia		New Zealand			
	1924	1925	January-June, 1926	1924	1925	January-April, 1926
Dolls and parts....	\$5,980	\$7,294	\$666	\$2,115	\$771	\$53
Mechanical toys ..	6,979	6,330	452	1,708	1,393	145
Rubber toys	38,554	42,312	4,178	16,493	15,380	2,618
Other toys	90,881	99,183	15,798	31,679	38,385	3,362
Total	142,394	155,119	21,094	51,995	55,929	6,178

AUSTRALIAN PRODUCTION LIMITED CHIEFLY TO WHEEL GOODS

Toy production in Australia is confined almost entirely to wheel goods such as baby carriages, carts and wagons, tricycles, and to miniature household utensils. These goods are usually made by the manufacturers of the larger articles, i. e., toy baby carriages by the makers of full-sized "perambulators," dolls' brooms by broom and brush makers, etc. Toy vehicles are made by a Sydney firm which puts out various types of bicycles, tricycles, scooters and motor cars. The industry as a whole, however, is not considered sufficiently important to warrant separate listing in Australian production statistics.

IMPORTS BY COUNTIES

Germany is fast regaining its trade for toys in the Australian market. The following figures of Australian imports of toys from all sources during the past two fiscal years makes this apparent:

Country	1923-24	Per cent of total imports	1924-25	Per cent of total imports
United Kingdom	£93,295	34.49	£90,238	28.37
Canada	709	940
Other British countries..	138	147
Austria	202	550
Belgium	263	198
China	130	165
Czechoslovakia	3,574	1.32	4,190	1.32
Denmark	219	42
France	14,158	5.23	7,219	2.27
Germany	58,082	21.47	134,764	42.36
Italy	577	1,803
Japan	64,548	23.86	49,265	15.49
Switzerland	2,144	1,282
United States	32,287	11.93	27,096	8.52
Other foreign countries..	131	154
Total	270,457	318,053

AUSTRALIAN EXPORTS LIMITED

Exports of Australian toys are too small for separate enumeration, but shipments of toy vehicles and other minor items are made to New Zealand and the Pacific Islands.

GERMANY DOMINATES MARKET IN CHEAPER TRADE OF DOLLS

The market is entirely in the hands of Germany for the cheaper grades of dolls now sold in Australia. German dolls of every description are being shown. Jointed dolls are displayed at 4s. 6d. each, and composition dolls with china heads at 2s. (not dressed). Sleeping dolls of good quality are sold from 8s. upward. Retailers stocking these dolls, and a wholesaler who himself imports American dolls, have stated that Germany is the undisputed leader in this class of doll.

Germany also holds the market in the medium-price dolls, although meeting with competition from various directions. Canada supplies a composition "Ma Ma" doll which sells as low as 6s. 6d., and there are walking and talking dolls of other makes as low as 17s.

The highest priced German composition talking doll retails at £3 5s., others are as low as 12s. 6d. British dolls on the whole are higher priced than the German makes. Attractive fabric felt dolls have been selling at about 25s.

FRENCH DOLLS LOSING POPULARITY

The old style "French doll," with composition body and china face, is still on the market, priced as low as 2s. in some of the very cheap German imitations, to about £3 to £4 for the best makes from France. These are, however, said to be losing in popularity owing to the more lasting qualities of the unbreakable composition and felt goods.

THE AMERICAN QUALITY DOLL FAVORED—PRICES HIGH

Among the high-priced dolls the best known are of American manufacture retailing around 45s. American dolls are popular; the growing demand favors the composition unbreakable types. However, Germany is again placing composition goods on the market, and American dolls would sell more readily if their prices were somewhat lower, for sentiment favors them rather than the German makes.

American talking dolls range from about 14s. 6d. to £5 5s. and both Canadian and German talking dolls are selling under the American price. "Kewpies" are in evidence the year round, not so much as toys for children as prizes in the wheel games of the beaches and carnivals. Celluloid baby dolls sell from 3s. 6d. to 12s. 6d.

Generally it is believed that American houses are working advantageously in supplying quality dolls to the Australian market, and it is possible to reduce prices somewhat, in order to meet the competition of German, British, and other dolls of the same quality, a certain trade is assured.

GERMANY AND JAPAN SUPPLY CHEAP MECHANICAL TOYS

The chief countries supplying the low-grade mechanical toys are Germany and Japan. Some clockwork toys are also supplied by France. Many of these clockwork and mechanical toys are shoddy, and the demand is growing for the stronger, better-made toys. For this reason it is likely that Japanese toys and the cheaper German toys will lose out on the Australian market.

CHOOSING THE ARBITRATORS—OBJECTIONS TO SELECTIONS

The better-class mechanical toys are imported from Great Britain, the United States, and Germany. There are several types of toy engines, friction worked, strongly built, and with strong rubber tires. These and similar toys, it is said, will always find a market, although prices are comparatively high. American mechanical trains with track, sell from £1 1s. upwards, with electrically operated trains from £2 5s. to £3 15s.

AMERICAN RUBBER TOYS POPULAR

American rubber toys, balloons, animals, etc., are quite popular. The price of the American balloons is above that of the British, however, and it may be difficult to retain the market. American firms might concentrate on rubber toy novelties, which do not seem to be put out by other countries in the same varieties as by the United States. Rubber dolls from Germany, which have not been on the market since the war, have reappeared. They, too, are always popular, and might be tried out by American firms, as well as swimming toys and children's bath toys.

Competition is evident in rubber balls. Local firms are putting on the market excellent tennis and play balls for children, and although some are imported into Australia the prospects are not favorable.

MEDIUM-PRICED WHEEL GOODS SUPPLIED BY LOCAL MANUFACTURERS

The market for the lower-priced wheel goods in Australia is fairly well supplied by local manufacture and importations from England. About 12 firms throughout Australia manufacture children's bicycles, tricycles, motor cars, scooters, and trolley cars, and it would be very difficult for American toys of this class to compete with domestic prices.

MARKET FOR QUALITY WHEEL GOODS

American toy wheel goods of the best quality sell well on the Australian market. Australian buyers look to Great Britain and the United States for quality goods. Imported vehicles are expensive; one store is showing an American car priced at £17 17s. Naturally there is a very limited market for such cars, but they are sold from time to time, especially at the Christmas season. All toy vehicles sent to Australia should be strongly built and of good quality, in order to compete with the imported British makes, which have an advantage in tariff rates. There are a few sales at the Christmas season of high-priced miniatures of well-known makes of American motor cars.

There are also cheaper vehicles imported from the United States, such as motor trucks at £4, a dray at £5 5s., and a few others which can not compete in price with local manufactures, but do compete in quality. Toy express wagons, are mainly of local manufacture, of simple construction. Scooters are shown as low as 3s. 11d. Doll carriages are shown in considerable range of style, quality, and price, from about 12s. up to £2 15s.

AMERICAN EDUCATIONAL TOYS POPULAR—TEA SETS

Indoor toys, particularly semieducational and kindergarten toys, are being supplied by American companies, and four or five American makes are popular. Toy dealers state that there is always a market for this class of goods and that in their opinion American indoor toys are superior. The market for indoor toys such as table tennis, croquet, and golf is largely in the hands of Great Britain.

Tea sets and kitchen sets come mainly from Japan, Germany, and Great Britain, but some American aluminum sets are shown which are most attractively boxed, and for that reason have a certain advantage in sales.

OTHER TOYS SOLD

Rocking-horses are sold at 7s. 9d., 9s. 6d. and upward to £3 15s., with the large safety rocking-horses priced from £2 9s. 6d. to 12s. 6d. There is always on sale a large selection of British and continental Teddy bears, woolly dogs, monkeys, cats, and other animal toys from 10s. 6d. upward. A new type to the Australian market is a Teddy bear in pale blue or pink fur, which when squeezed plays a short strain of music. This is German, and it is hardly likely that it would be profitable for American manufacturers to compete with German prices on this article. Jointed wooden animal toys have recently come on the market.

(Continued on page 24)



CAUGHT IN THE NEWS NET

ONE of the newest plants in the cutting and decorating field is that of the Rosbern Glassware Corp., whose factory, office and showroom is located at 12-14 West 21st St. This concern has a fully and modern equipped plant which at the present time is running at full capacity to take care of the firm's business. The sales are in charge of Max Schonfeld, who was formerly for 18 years with the New England Enameling Co. With him is associated William Rollin, formerly connected with the Bronx Cut Glass Co.

Charles P. Schuller, southern traveler for the Herbert Glass and Import Corp., 35 West 23rd St., left Saturday for a seven weeks' trip over his territory. On his return Mr. Schuller will stop at Chicago for the Gift Show, from August 1 to 7, at the Sherman Hotel. While there he will be joined by H. W. Price, also of the Herbert sales force. From the show Mr. Price will in turn leave for a month's sales trip with their early Fall lines.

Charles L. Wise, of David & Chas. L. Wise, 10 West 23rd St., returned last Friday accompanied by Mrs. Wise from a three weeks' trip to Bermuda.

Among buyers visiting the New York market this week is Miss L. E. Burke, china and glassware buyer for J. W. Robinson Co., Los Angeles, Cal., who is making her headquarters at the Prince George Hotel, for several days' stay.

Other buyers in the market this week are L. A. Bourbon, with the Duff Powers Co., Rochester, N. Y.; H. Meyers, with Foley Bros., Houston, Texas; "Dave" PinCUS, with Joske Bros., San Antonio, Texas; E. R. Hardage, with the Popular Dry Goods Co., El Paso, Texas, and L. Bruner, with Anderson, Dulin & Varnell, Chattanooga, Tenn.

J. S. Smith, buyer for the Broadway Department Store, Los Angeles, Cal., is back in New York after a vacation spent in Canada. He will remain here for about ten days to make some purchases for his store before continuing on the Coast.

H. Schultz, F. Schultz, glass, electrical, radio and toy buyer for Weinstock, Lubin & Co., Sacramento, Cal., is in New York on a week's buying trip.

E. W. Hammond, manufacturers' agent, piloted his speed boat *Miss Westchester*, to third place in a recent

race on Long Island Sound. Eddie always finishes "in the money."

Robert H. Yarwood, buyer for Beir Bros., Niagara Falls, N. Y., was a welcome visitor in New York this week. "Bob" always has a smile with him and his many friends are always glad to see him. He is one of the old timers but seems to have discovered the fountain of youth and can step with the youngest of them.

Trade Warned to Watch Out for Swindler Using Dinnerware as Decoy

A swindler who passes by the name of S. A. Burton and who preys on plumbing concerns as his victims is at work in the Southeast. His scheme, which has been successfully employed on several concerns, is to call on plumbing and heating houses and interest the firms in placing orders for advertising cards after "Mr. Burton" has represented himself as representing the American Discount Certificate Co., which, of course, does not exist. These cards are to be distributed to customers of the plumbing concern. After a certain number of these certificates had been received they could, Mr. Burton claimed, be turned into the Onandaga Pottery Co., at Syracuse, N. Y., for part of a dinnerware set. The balance of the set could be obtained by purchase from the Onandaga Pottery Co.

It was "Mr. Burton's" method to obtain a check for twenty-five dollars from the plumbing concerns with the understanding that upon receipt of a 42-piece china set they were to pay the balance of the same amount.

The following are two communications received by the Onandaga Pottery Co. by two firms which have been the victims of "Mr. Burton's" plan:

SECKINGER & GARWES

Plumbing & Heating

448 Drayton St., Savannah, Ga., July 12, 1926.

Syracuse Chinaware Co.,

Syracuse, N. Y.

Gentlemen:

On March the 3rd we placed an order with the American Discount Certificate Co. for 25,000 advertising cards and a 42-piece china set for window display. We have taken this matter up with their office at Atlanta, Ga., and St. Louis, Mo. office, and our mail has been returned as no concern.

Will you kindly advise us if there is such a firm in business? It looks like we should have heard something about this matter by now. The reason we take the liberty to write you is that we were to receive the chinaware from you people.

We had to place a cheque with the representative for Twenty-five Dollars (\$25.00) and on receipt of the china-ware were to pay the balance of the same amount.

We will appreciate any information in regard to this matter that you give us.

Respectfully yours,

SECKINGER & GARWES.

302 Cedar Street.

SHERMAN W. JACK CO.

Plumbing

Steam and Hot Water Heating

Takoma Park, D. C., July 10, 1926.

Syracuse Pottery Co.,

Syracuse, N. Y.

Dear Sirs:

On the 22nd of June there was a Mr. S. A. Burton called on us claiming to represent your firm through the American Discount Certificate Co. of Atlanta, Georgia, in an advertising campaign.

He was having certificates printed with our name on that we were to give to our customers with whom we did business. After they received so many of the certificates they could get so many of a set of dishes but it would be impossible for them to receive a full set by the certificates and that it would be necessary for them to buy the balance of the set.

He said that the same would be delivered to me about the 1st of this month but not hearing or receiving anything from him or the company I wrote to the company in Atlanta under the date of July 6th and on the above date I received my letter back as unclaimed.

He had letters and other data from firms in the south and other cities where he had been doing business. If you can give us any more light on the above matter we will appreciate it very much.

Yours truly,

SHERMAN W. JACK.

P. S. We gave him a check on deposit for the printing of the cards and this he had cashed in Annapolis, Md., at a hotel.

June Trade Above 1925, Bureau Finds

The United States was more prosperous in the early months of 1926 than in the corresponding months of 1925 and the first half of the year is drawing to a close with general conditions substantially better than was the case a year ago, according to the opinions of officials based on periodic reports of the Department of Commerce and the Federal Reserve Board.

A report of the Department of Commerce today shows that in the second week of June check payments were greater than in the same week of last year, that car loadings during the first week of the month were 10 per cent greater than during the first week of June, 1925, and, on the same comparison, building contracts let were 12 per cent larger.

The situation has continued through practically the entire six-month period, with wholesale prices continuing

at lower levels than was the case in the spring of 1925. Officials of the Treasury who feared that the new revenue law would not yield as much as the old law did, basing this on their belief that 1925 was an exceptionally prosperous year and that 1926 would probably not be as prosperous, have more recently come to believe that the tax law will prove adequate and that even further tax reduction in 1928 is not out of the question.

The principal indicators used by the Department of Commerce show that June business is on a higher plane than was that of June, 1925. Although wholesale prices averaged slightly higher in the second week of the month, they were still below the June, 1925, average. Loans and discounts of Federal Reserve member banks declined from the previous week, but were higher than last year.

Interest rates, both on call loans and time money, showed no change from June 1, but increases were registered in each over the figures of a year ago. Prices of representative stock averaged higher than in either the first week of June or the corresponding week of 1925, and bond prices also continued to advance. The volume of stocks and bonds sold on the New York Stock Exchange was greater than in the previous week and stock sales were greater than in the second week of June, 1925.

Business failures showed a tendency to increase after the first week of June, but the department's index shows the number for the second week of the month to be smaller than the number for the corresponding week of 1925.

Industry in Three States Shows Less Employment

Figures received by the Philadelphia Federal Reserve Bank from 1,236 plants in Pennsylvania, New Jersey and Delaware showed a slight decline in employment from May to June. In Pennsylvania and New Jersey there was a small increase in wage payments, but Delaware reported a decrease.

In Pennsylvania the electrical machinery trade showed a large gain in employment and wage payments, and while the increase was rather general throughout the industry, the large percentage change was due chiefly to the expansion of one plant's operations. Other industries reporting moderately large gains were the nonferrous metal plants, clothing factories, general construction industries, paint and varnish and furniture factories. The wool trade, though showing a slight decline in employment, was more active, as evidenced by a rather large increase in wage payments. Considerable decreases were reported by manufacturers of automobiles, cars, hardware, cotton goods, chemicals and drugs, and by constructors of buildings, streets and highways.

In New Jersey too several industries showed a marked advance in wage payments. Some of the larger of these increases were in the shipbuilding and nonferrous metal plants, cigar and tobacco factories and printing and publishing houses. A considerable decline in both employment and wage payments was reported by the automobile and silk goods industries.

(Continued on page 24)



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Annual Wage Conference at Atlantic City This Week

THE annual convention of the American Flint Glass-workers' Union which opened at Philadelphia last week, will probably conclude its deliberations this week, and following this, the annual wage conference will convene at Atlantic City on Wednesday, July 21, preceded by preliminary meetings on Monday, July 19, of the American Association of Flint and Lime Glass Manufacturers, and the National Association of Manufacturers of Pressed and Blown Glassware. The wage conferences will be between committees representing all branches of the industry and those representing the manufacturers. A list of proposed changes sought by the workers in the existing wage scale have been filed with the manufacturers, but no details have been announced.

Because of the conditions prevailing in the glass market at this time, manufacturers have declared that the situation is such that no marked advances in the wage scale could be agreed to at this time. However, as has been the rule in former years, an amicable adjustment of all questions that will be discussed at the wage conference is expected to follow.

The wage conference will continue for probably a period of three weeks, and then it may follow that some matters will be left open for adjustment at other conferences which will be held at the office of the Glass Association in this city.

There have been numerous changes in the glass wage scale during the last few years, so far as the flint lines are concerned, and these adjustments have always had an upward tendency. Selling lists as a matter of fact have had to be adjusted to meet these new conditions, and the same rule is expected to apply this year.

According to the expression of many distributors, there is little if any demand for the old lines of tableware, and as the manufacturers have substituted other lines and items to take the place of this list, many making prices have been agreed to between manufacturers and their own working forces without having such adjustments to go to a conference.

Indiana Glass Co. to Resume

The plant of the Indiana Glass Co., Dunkirk, Ind., will resume operations next Monday, following a suspension of activity covering a period of two weeks. The usual summer program of repairs have been made at the factory during this idle term.

Glass Factories in Merger

The merger of the factories of the W. J. Latchford

Co., Huntington Park, Cal., with that of the Compton Glass Co., Compton, Calif., has been announced, news of which has just been received in this district. The former factory has been engaged in the production of a general line of containers. The Latchford factory will be known as the No. 2 factory of the Compton company, and a line of soda fountain requisites will be featured in the line of the Compton Company hereafter.

Colored Glassware Bolsters Market

Colored glassware continues, it seems, to be the line that is bolstering the glass market in a general way. Buyers from all parts of the country have announced that the sale of this line continues good, and that the demand for tableware is practically nil. Blown and stemware does not show any additional strength just at this time of the year, although factories featuring these items are in fair production.

Some factory managers have begun laying plans for new lines to be featured in 1927, and in several instances initial drawings have been submitted for consideration. Plaster models will then follow, after which molds will be ordered after the designs have been decided upon.

A number of flint factories at this time are working on part time only, due to the fact that the summer vacation period is now in effect in all plants. Warehouse stocks are sufficient to insure reasonably prompt shipments of all immediate stock requirements.

Eastern Men Form Western Company

Harry W. Smith, formerly in charge of the East Liverpool warehouse and offices of the R. & H. Chemical Co., and more recently in charge of the Pittsburgh office of this interest, and who resigned to locate in California, is one of the organizers of the Mission Glass Co., Los Angeles, Calif. Associated with him is Harry A. Schnelbach, formerly of Steubenville, O., and for some years associated with the Jefferson Glass Co., Follansbee, W. Va., and also the Macbeth, Evans Glass Co. of this city.

Both men are widely known throughout the glass industry, and it is reported here that Mr. Smith will be in charge of the commercial department, while Mr. Schnelbach will be in charge of the factory.

Large Glass Importations

Within a period of six weeks, it has been announced here 3,199 cases of lighting glassware have been imported into the United States, and in addition 8,635 packages of miscellaneous glassware, the majority of the latter importations being received for the retail and jobbing interests. These importations, it has been pointed out, do not

include the receipt of other lines of glass, such as plate, window and laboratory glassware.

Flower Vases in Big Demand

Retail distributors this season have reported a very active demand for flower vases, and it is also said by the manufacturers of these lines that the demand for the line this year is far ahead of previous seasons. The United States Glass Co., is making a special feature this year of vases in colored glassware as well as in crystal, and this full line is now being displayed at its local sample room in the Pottery and Glass Building at Tenth and Liberty Avenue. It is also interesting to note this season that bud vases are selling better than usual.

Pittsburgh Stores' Business Normal

Glass and china departments of Pittsburgh Department stores are doing a normal early summer business, the managers report, although there is indication that the department heads are using every means at their command to force business. There have been numerous special sales within the last few weeks, and special stocks have been procured for these feature sales.

As the summer vacation period is at hand, the department heads seem satisfied to hold sales records up to those of a year ago at this time, and all are of the opinion that with the opening of fall trade there will be a gradual in-

crease in sales. All mills and factories in the Pittsburgh district are operating on a basis of better than 75 per cent, and in some instances the iron industry is doing better than this.

New Company Increases Production

Following the granting of a charter to the Ft. Pitt-Jeannette Glass Co., at Harrisburg, Pa., a few days ago, the company, which is headed by W. J. Gilmore has taken over the former Jeannette Plant of the Pittsburgh Lamp, Brass & Glass Co. Associated with Mr. Gilmore, who was formerly with the old company are Edward Bauer and E. J. Bauer of Pittsburgh, Pa. The factory will continue in the production of lighting glassware, but the line will be increased.

Summer Drink Sets in Demand

Retail distributors at this time are pleased with the demand for ice water and summer drink sets, the sale of these items being said to be the best in years. This distribution is reflected in an increase in factory orders, those in this district announcing that both crystal and colored sets selling very well, with re-orders being active.

Many new designs in this line were shown here last January, and it is these lines that have been in such active request.

Would You Gag Your Salesmen?

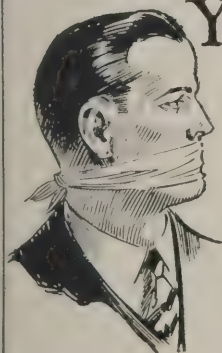


Photo-
Engraving
Illustrating
Photography
Advertising

Imagine this man sitting in a buyer's office while another representative was selling a competing line.

Foolish, isn't it, yet that in effect is just what is taking place when you print your company's name and slogan alongside a competitor's advertisement that is illustrated and tells the buyer something he wants to know.

Rawsthorne illustrating service and advertising counsel is at your disposal. Send us the ware—we'll do the rest.

ROBERT RAWSTHORNE CO.

Heeren Building—Eighth & Penn—Pittsburgh, Pa.

PHONE ATLANTIC 4180



A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives:

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw, 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.
Factory Representative E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897 Chicago		

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Potters' Demand For Wage Increase Surprises Manufacturers

THE action of the annual convention of the National Brotherhood of Operative Potters, held at Atlantic City during the last fortnight in passing a number of resolutions demanding an increase in wages from five to 14 per cent came as a distinct surprise to the manufacturers of generalware.

Before the delegates left for the convention, certain members of the craft who are in a position to know the movements of the trade declared to the JOURNAL that "we don't look for any serious matters to come up in the future."

It was intimated here this week that the condition of the general ware pottery industry at this time will not permit of any increase in wages, and that the manufacturers will strenuously oppose any such movement on the part of the employees.

Just what the employees will demand officially will not be known by the manufacturers until after the officers of the National Brotherhood of Operative Potters have transmitted to Secretary Charles F. Goodwin of the United States Potters' Association the text of all propositions adopted by the convention, having to do with proposed wage increases and probable changes in working conditions. This communication is expected to be filed with Secretary Goodwin within the next four weeks.

Should a meeting of the Potters' Association be called to consider the proposals of wage increase, it is generally admitted here that the Labor Committee will be informed that the Association will frown upon any increase being granted. While the Labor Committee of the Association has always been given full power to act, on the other hand any new pact in the past has had to be ratified by the operatives by a referendum vote. It was this vote that caused a strike in this trade several years ago.

An analysis of the present situation in the generalware industry presents two pictures, first, the general condition of the industry at this time so far as market conditions are concerned will not permit of a wage advance; and the second picture may show that the possibility of a strike in this trade is remote on account of the craft having practically exhausted its "defense" fund during the recent strike. This fund had been accumulating for many years and reached nearly \$1,000,000 at the time of the suspension of activity. There has not been time enough to pile up such a reserve by the operatives as formerly possessed on account of the shortness of time.

As the situation now stands, the admission is quite general that the manufacturers are in no position to grant

any increase in wages. What the wage conference result will be none can tell.

Not so many months ago the Department of Labor, Washington, D. C., made a generous survey of the wages paid in the generalware industry, and this data with that accumulated in the meantime may play an important part in the next wage conference.

No time or place for the wage conference has been considered as yet.

Ohio Production Below Normal

Speaking in a general way, the production of the eastern Ohio district is below normal, it being said that as a unit the industry is operating on a basis of from 60 to 75 per cent of capacity. While some new business is being received for both immediate and future shipment, all buyers are admitting that shipments from all potteries are prompt, and that no complaint can be offered on this score. This clearly indicates that the industry is not at this time "crowded" with business.

There are a few plants in this immediate district that are operating about full time, but others are doing from three to four days per week.

Plants Idle Over Fourth

A number of plants were idle last week, due to the Fourth of July holiday. The number of kilns being fired with natural gas shows little if any increase over the record announced in this department last week, all of which shows that the production of the territory is quite below normal.

Buyers Say Shipments Are Prompt

Many buyers have reported that this season they have been in a position to receive more prompt shipments from factories and quicker railroad delivery than ever before, notwithstanding the fact that the records of many carriers show that carload loadings this year are showing new peaks.

It is contended by some buyers that in the latter instance, the carriers have either increased the amount of rolling stock, or, business in general is a little more quieter than usual.

Saville Optimistic Over Business Outlook

"As to the future outlook for business in dinnerware and glassware in this section for the balance of 1926, we can see there is a little more encouragement than at the same period last year, more so with glassware," remarked J. M. Saville, buyer of dinnerware and glassware

for the Zion's Co-Operative Mercantile Institution, Salt Lake City, Utah. Continuing he said:

"Buyers in this section in general are demanding nothing but small sets, the large or 100-piece sets being a thing of the past, but we are hoping the time is not very far away when people will begin to buy dinnerware like they did a few years ago.

"I blame the manufacturer both in this country and abroad for introducing and featuring thirty-one piece sets. A home has nothing in the way of dinner service after they have purchased them, but the tendency seems that the majority of the buying public think it is good enough for the time being, but what sales are being made are all the jobbing lines of dinnerware.

"Colored glassware seems to be in fairly good demand, and in fact our sales have increased this year over last. There is very little demand for anything in crystal, either stemware or tableware."

It has been explained by Mr. Saville, that the china and glassware department of this store has been increased about forty per cent in space during the last year, and that this additional space permits the showing of a larger line of this class of merchandise than heretofore.

'Twelve Million Dollar Market in South

According to a statement issued this week by J. M. Mallory, General Industrial Agent for the Central of Georgia Railroad Co., based on the consumption of a dozen representative southern states, the present market for several ceramic products has been given in dollars as follows: china and dinnerware 12 millions. On top of this record, according to Mr. Mallory, North Carolina is now producing about 50 per cent of the output of feldspar in this country, while Kentucky and Tennessee are producing 83 per cent of the output of ball clay produced in the United States, while Georgia is producing 40 per cent of the output of kaolin or china clay in the United States.

Spray Patterns Will Predominate

A number of local manufacturers will feature some new patterns for the fall trade it was announced here this week. The majority of these will be sprays, although an occasional border pattern will be found included in these new offerings. "We're just bolstering the line for the fall trade," is the expression of one manufacturer commenting upon several new patterns.

K. T. & K. Decorating Kilns Near Ready

The improvement program at the plant of the Knowles, Taylor & Knowles Co., is fast rounding into shape, and within a few months the company will be in a position to operate its new battery of decorating kilns. With this plant featuring two lines of dinnerware, both an ivory and a white body, the demand for additional decorating space has been made necessary. The completion of these new kilns, and the enlargement of its decorating shops will give the firm a larger decorated ware capacity than ever before.

(Continued on page 19)



Contributes to the quality of your production

THIS feldspar is *dependable*—mined, not open quarried from an excellent deposit in North Carolina, the state that is far in the lead in tonnage.

Every means for insuring its reliability and your satisfaction are adopted—including the furnishing of an analysis of each shipment.



**CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE**

The
ROESSLER & HASSLACHER CHEMICAL CO
709 Sixth Avenue, New York

- | | | |
|--------------|---------------|------------|
| Chicago | New Orleans | Pittsburgh |
| Philadelphia | Boston | Cleveland |
| Baltimore | Kansas City | Trenton |
| | San Francisco | |

Kopp Glass, Inc.

Successors to

Pittsburgh Lamp, Brass & Glass Co.'s

(Swissvale Plant)

Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
Uses



Kopp Railroad
and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

K. G. I. *Aims to* SATISFY

KOPP GLASS, Inc.

Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager

Retailers Pay for 300,000,000 Lines

"More than 300,000,000 lines of collateral advertising were created for the newspapers last year by the advertising agencies," said Guy Richards, of the Erickson Company, New York, addressing the American Association of Advertising Agencies, at Philadelphia, recently.

Collateral advertising, he explained, was advertising paid for by local merchants who wished to take the benefit of the manufacturer's advertising which was running in the newspapers at that time.

Says Advertising Is Selecting Buyers

"The hunt for a market for any product is a hunt for certain kinds of people," said Paul T. Cherington, director of research, J. Walter Thompson Company, at the advertising convention in Philadelphia, recently.

"People who are able to buy, and who are willing to buy, and also ready to buy, are the ones to be located for the purpose of successful advertising effort.

The lowly oil can contributed to the development of electric lamps. Thomas Edison, early in the career of his new invention, the incandescent light, connected the lamp with the service line by the use of a rather clumsy thumb screw which would not always hold the lamp when it was inverted. One day his eye was attracted by the screw cap on an oil can. "That's the idea," he said. And it soon was.

Here's a Present for Our Advertisers

As an exclusive service for its yearly advertisers the CROCKERY AND GLASS JOURNAL will mail each month a printed pamphlet containing a complete list of NEW BUSINESSES, FAILURES and BUSINESSES DISCONTINUED in the trade. This list, which is exclusively controlled by Demarest Publications, Inc., for publication in the china, glass, house-furnishing and lamp trades, will include every state in the Union.

NO EXTRA CHARGE FOR THIS SERVICE

The extraordinary part of this service is that it is furnished to our advertisers absolutely without cost and gives invaluable information that can not be obtained elsewhere.

IF YOU ARE NOT AN ADVERTISER

It would work to our mutual advantage to have your advertisement in the CROCKERY AND GLASS JOURNAL but you can obtain this valuable and exclusive service complete every month covering the entire United States for the nominal sum of \$50 a year. Single copies may be had for \$5.00.

Send your order now to the

CROCKERY AND GLASS JOURNAL

45 EAST 17th STREET

NEW YORK CITY



Pottery News

(Continued from page 17)

George Bratt Is Back

George T. Bratt, western salesman for the Edwin M. Knowles China Co., has returned to the factory following a brief trip over his territory.

Cecil Taylor Visiting Home Office

Cecil E. Taylor, eastern representative for the Taylor, Smith & Taylor Co., has been spending a season at the home offices of this company, being registered at the Travelers Hotel.

Advisory Committee of B. of S. Meets

A. V. Bleining, in charge of the research department of the Homer Laughlin China Co., has returned from Washington, D. C., where he attended a meeting of the Advisory Committee of the United States Bureau of Standards, the meeting having been called by George K. Burgess, Director of the Bureau. Mr. Bleining is chairman of this committee. Other ceramists attending the meeting went into executive session for the purpose of determining what topics of fundamental nature the group wanted investigated by the Bureau of Standards. It has been explained that while this Committee has no power or influence, its activity is merely in the suggesting of the extension of the study of certain major problems that are vital to the ceramic industry.

Ceramic Society Increases Quarters

Announcements have been received here that the Columbus, O., headquarters of the American Ceramic Society have been removed from Lord Hall, Ohio State University, to more commodious quarters at 2525 North High Street, Columbus, and which will continue to be under the direction of Ross C. Purdy, secretary of the Society. The activities of the Society have been so largely increased of late, that additional room at Lord Hall was impossible to obtain, hence the leasing of quarters outside Ohio State campus.

The True Test

"Does success mean getting what you want?" asked the young man.

"No," replied the old man. "Success isn't so much getting what you want as getting what other people want."
—*Cincinnati Enquirer*.

Fitted

The manager of a small department store sought out the proprietor, saying: "I can't do a thing with Jones, the new salesman. I have tried him at a half dozen places, and every time I find him asleep."

"Put him at the pajama counter," said the boss, "and fasten a sign like this on him: 'Our night-clothes are of such a superior quality that even the clerk who sells them can not keep awake.'"
—*Everybody's*.



Do Your Research Work Now To Prepare Your Stock For The Fall Trade

We are ready to show you how to make a large profit and acquire the good will of your customers through selected Japanese merchandise.

Things that are useful as well as artistic—made of Bronze, Pottery, China, Wood, etc.

Call or Write for Catalogue

Mogi, Momonoi & Co.
INCORPORATED

Importers of Japanese Goods

105-107 East 16th Street
New York

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By BEATRICE MILLER WISNER

LAMPS still hold their own and promise to command attention during all seasons. The New York market has given much publicity to these useful and ornamental luminators, which add to home brightness and are indispensable factors in any scheme of interior decoration. The New York shops are featuring window displays with the newest Colonial and novel metal decorative bridge lamps. These are shown in all the departments of the large and even suburban department stores, where there are special lamp and shade departments. The fall season will provide many new designs and models both to lamps and shades to which manufacturers are giving their most earnest thought.

Ovington's "The Gift Shop of Fifth Avenue" is showing many delightful items suitable for bridal and other remembrances. Venetian powder boxes displayed in spiral optic effect, in amber stippled with gold and supported by a dolphin stem, are beautiful in modeling and color. These are priced at \$7.50. Hostess stemware service sets, of fine Swedish crystal with grapefruit cups and linings at \$130 a dozen, and other sizes at \$65 to \$95, comprise a wonderful set of exquisite glass. Handsome Venetian glass scent bottles, with dainty flower tops, priced at \$15 a pair would be a most appropriate small bridal gift. A lovely reproduction of an ancient brass lamp with crystal globes and dangling prisms for decoration, priced at \$50, is also a charming gift for any occasion. Lamps, vases, tea sets and mirrors, and a host of other attractive gifts, are also shown in the various departments devoted to these items, that are interesting shoppers who appreciate dainty and novel wares.

B. Altman & Co. is showing some decidedly attractive lamps in their well stocked lamp department. One of the handsome Italian pottery lamps displayed is striking in its decoration and shape. This is a tall slim tapering vase with graceful bowl. The vase is decorated in vivid colors and is extremely novel in its modeling. It is priced at \$75, with a lovely and novel flaring shaped parchment shade of similar all-over decoration. Italian pottery lamps are fast becoming one of the most popular styles shown. They lend themselves splendidly to most any type of interior, because of the various colors used in the decorations. Many new types of table lamps and other styles are displayed in the Altman fine lamp department on the fifth floor.

As long as moth take up their abode in the home, just so long will there be a constant demand of moth protecting products. Lewis & Conger are featuring a full stock

of moth killing and preventative items, including underbed cedar chests, which roll easily under the bed, a most appropriate space-saving utility for the modern small apartment, priced at \$19, to accommodate furs, blankets and winter clothing; small chest containing cedar essence for placing in bureau drawers or on the trunk tray, priced at \$2; white tar chests of corrugated cardboard, easy to close and tight sealing, for a quantity of articles, priced at \$3; moth cedar fragrance devices to hang on baseboard of closet, at \$2, and closeguard wardrobe bags of gay cretonne with zipper fastener which seals it tight, with seven hangars, priced at \$5.50 are some of the excellent moth preventatives which are enticing seasonable offerings at the Lewis & Conger store.

The bridge lamp has taken a firm hold on its users, as is demonstrated in the large collection being shown by Frederick Loeser & Co. These lamps have metal bases in slender graceful design, in a choice of finishes. The shades are of lovely colors in silk, finely trimmed. These attractive lamps are modestly priced at \$6.98. A quantity of fine floor lamps are also shown, having metal bases and fine finishes, with shades in a variety of colors, and fitted with two lights, priced at \$9.50. They are economical, having the necessary lighting features.

A variety of wrought iron tables, flower holders and mirrors are being featured by Stern Bros. Lovely hand painted wrought iron tables in a choice of colors; red, parchment or green with central floral motifs and antique gold edge, priced at \$14; and imported flower holders at \$9 with metal base, antique gold finish in "Ship-on-the-Ocean" design, having green or amber color spiral glass flower holder, with perforated metal top are among the new styles displayed. The beautiful French plate crystal mirrors shown in clear, brilliant crystal, in the popular unframed styles handsomely etched at top in decorative floral spray, in panel styles at \$8.50, are enticing in their lovely character. These are all seen on the fourth floor. On the fifth floor, fine imported china dinner services of attractive design and shapes are commanding the attention of local and out-of-town shoppers, representing sets of 100 pieces in colored conventional border designs, of clear white china, some with ivory band border, and matt gold handles and gold line edges, service for twelve persons, at \$39.50. These are fine sets at the modest price named. Imported iced tea sets, consisting of covered jug, six nippers and six glasses in amber or green color, priced at \$4.95, are lovely in crackled effects. The tray furnished is of wicker with a decorated tile bottom.

American Exports of Manufactures Increase by 15 P. C.

Secretary Hoover Points to Fact as the
Most Significant in Annual Statistics—
Imports in June Were Highest on Record

AMERICAN exports for the fiscal year ended June 30, amounted to \$4,758,516,000, about \$11,000,000 less than those of the preceding fiscal year, while imports for the twelve-month period just past reached a total of \$4,466,000,000, about \$643,000,000 greater than those of the preceding fiscal year, according to the report of the Department of Commerce.

A favorable balance of trade for June of \$1,000,000 brought the total favorable trade balance for the fiscal year to \$286,828,000, as compared with a favorable balance of \$1,040,828,000 for the fiscal year 1925.

June exports were, in total value, \$338,000,000, the largest for any corresponding month since war times, the report showed, while June imports were \$337,000,000, the largest ever recorded for any June.

According to a statement issued today by Secretary of Commerce Hoover, the marked decrease in the trade balance for the fiscal year is resultant chiefly from smaller cotton shipments and lower cotton prices, smaller grain shipments, and greater imports of raw materials natural in prosperous times and to the increase in prices of some. "For instance," Mr. Hoover said, "the average import cost of rubber per pound was more than twice as high this fiscal year as last. Had there been no change in price, rubber imports would have cost us about \$320,000,000 less than they actually did cost."

The decrease in exports, it was pointed out, was substantially confined to grain and cotton. Exports of foodstuffs of all classes fell off by \$270,000,000, the decrease in exports of grains alone being nearly that figure.

The most significant thing in the year's statistics is the continued heavy increase of our exports of finished manufactures, Mr. Hoover says. These, it was pointed out, were 15 per cent greater than in the year before. Exports of machinery and vehicles, a typical group of this class, increased by nearly 30 per cent, and those of automotive products taken separately showed a greater advance. There was also a considerable advance in our exports of lumber and wood manufactures and of paper as well as of chemicals and a number of other manufactured articles.

Geographically, the great loss in export trade has been in that with Europe. The loss in this trade during the fiscal year is estimated at between \$600,000,000 and \$700,000,000, as compared with the preceding twelve months. Some officials are of the opinion that here is the answer to the whole situation, as it is noted that exports to other countries, notably South America and Asia, registered sharp advances.

It is pointed out that had the foreign monopolistic control on certain raw materials not been exercised with so

serious an effect upon our total imports, the advances in our export trade in many parts of the world would have almost compensated for the loss in trade with Europe. The present outlook, it is said, is that the aggregate amount of our imports will be relatively less, while there is no indication that exports will decline.

The June export trade was greater by \$15,000,000 than that of June, 1925, although it was some \$18,000,000 below that of May. This latter fact is regarded as a seasonal development, but it is said to be significant that the month was the first this year to show a greater export trade than was recorded during the corresponding month of 1925.

This is partly due to a strengthened position of our raw cotton exports. During the month, according to the Census Bureau, these exports amounted to 346,774 bales, as compared with 217,786 bales during June, 1925. Grain shipments also were larger, and it is expected that the larger winter wheat export surplus will result in an increased export during the summer months.

Rubber imports, in their aggregate volume, were about 4,000 long tons less than in May, but the value of them, being about \$34,000,000, was only \$2,000,000 less. The increase of about 4c a pound which brought about this situation is regarded as partly responsible for keeping the aggregate value of the month's imports at a high level.

Imports of gold for the month of June amounted to \$18,890,000, while exports were \$3,345,528, the Department of Commerce report showed. For the fiscal year imports were \$210,726,485 and exports \$113,438,459. According to Grosvenor Jones, chief of the department's finance division, in spite of the marked reduction in our merchandise export surplus during the twelve-month period, there was a net gold import of \$97,000,000. On the basis of eleven-month figures, he reported, net gold imports aggregating \$81,743,468 were received from the following countries: Great Britain, \$44,497,344, Canada, \$17,567,559, Japan, \$14,940,666, Chile \$12,586,818, France \$6,159,817, and Philippine Islands \$1,907,283.

The heavy inward movement from Great Britain took place largely in October, when there was a marked decline in British exchange in terms of dollars on account of heavy grain and cotton imports from the United States.

Exports of silver during June amounted to \$7,977,926, with imports standing at \$5,627,850. For the fiscal year exports were \$97,981,732, compared with \$108,828,727 during the preceding twelve months, while imports were \$69,400,376, compared with \$71,607,902 during the fiscal year 1925.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Exhibit at American Furniture Mart Opened July 6th

THE semi-annual furniture and lamp show opened at the American Furniture Mart, Chicago, July 6th, and will continue to July 24th.

The following is a list of those who are displaying lines in the mart:

	Space
Adjustable Fixture Co., Milwaukee, Wisc.....	1407
Alfo Studios, Chicago	1125
American Chair Co., Sheboygan, Wisc.....	532-3-4-5
American Lamp & Shade Co., Chicago.....	540
Anchor Wood Turning Co., Chicago.....	2nd Floor West
Artcraft Prod. Co., Sycamore, Ill.....	1125
Artistic Lamp Shade Works, Chicago.....	827
Beardsley Studios, Chicago	904
Bemis-Riddell Fibre Co., Sheboygan, Wisc.....	1439-40
Binder & Berman, Chicago	601-2-3
Bloch, L. D., & Company, New York.....	401

Block Portelier Co., Chicago1105-
Buhai Lamp & Shade Co., Chicago.....

Chicago Hardware Foundry Co., Chicago.....
Cincinnati Artistic Wrought Iron Works, Cinn.....W
Cliftwood Potteries, Morton, Ill.....
Colonial Lamp & Fixture Works, Chicago.....1237
Colonial Lamp & Shade Co., Inc., Chicago.....
Crescent Shade Co.
Crest Company, Chicago1217

Daison Co., Philadelphia1
Dearborn Company, Chicago732-3-4-5
Dixon Studio, A. E. Minneapolis, Minn.....1
Dorothy Lamp Shades, New York.....

Eclipse Lamp & Shade Co., Chicago.....1
Enzor-Hoel Corp., Chicago941
Evanridge Potteries, Des Plaines, Ill.....1
Expert Wood Turning Co., Chicago.....

Florentine Art Productions, Chicago.....
Frank & Son, New York, N. Y.....
Franklin Lamp Mfg. Co.
Friedlaender & Co., Oscar O., New York.....
Furst Bros. & Co., Baltimore, Md.....

Glass Lamp & Shade Co., Chicago.....
Goshen Novelty & Lamp Co., Goshen, Ind.....
Grand Wood Works, Chicago.....
Grow & Cuttle, Chicago.....
Gudeman & Co., New York.....

Hamilton-Ross Factories, Chicago912
Harden Sales Co., A. G., Chicago.....941-
Hartman-Malcolm Co., Chicago
Haven Co., Chicago.....1
Herbert & Neuirth, New York.....
Heywood-Wakefield Co., Chicago326
Hocton & Cook, Chicago.....15

Ira A. Jones Co., Chicago.....15

Johnston & Meier, Chicago.....15

Kaplan, Inc., Chicago.....1112
Katz, Frank M., & Co., New York.....
Kernes Mfg. Co., Chicago.....1
Krafts Novelty Co., Chicago.....
Krebs Stengel Co., New York.....526
Kumfy-Kab Co., La Porte, Ind.....1

Lamb Bros. & Greene, Napanee, Ind.....17
La Ross Silk Shade Co., Chicago.....
Lee-Marion Co., Chicago3
Levinson Bros., Chicago17
Lewis Novelty Shade Co., Chicago.....1

Meder Company, Chicago.....4
Metalarts Studios, Chicago.....841
Meyer & Danziger, Inc., New York.....1
Mosaic Shade Co., Chicago.....3
Mutual Sunset Lamp Mfg. Co., New York.....3
Mulvaney Art Studios, Chicago.....W½3

(Continued on next page)

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

Registration for American Furniture Mart Breaks All Records

THE opening day registration of the Summer Market of the American Furniture Mart, July 24, broke all previous records, 1,673 buyers registering. It is expected that the total attendance will be close to 10,000. Manufacturers and representatives are unanimous in optimistic reports of the buying done at this event. Registration on the first four days of the show was ahead of last year's figures, the total attendance for these four days being 3,122. The city of Chicago is taking more in this market than in any which have been held. The Chicago Association of Commerce has helped the Summer Market considerably. A few of the dinnerware manufacturers have exhibits at the Mart and a group of the Manufacturers' Representatives from 17 N. Wabash Ave. also have displays.

The Amber Furniture Co. is erecting a new three-story furniture house at the corner of Chicago Ave. and Marshfield St., where a general line of furniture, lamps and furniture novelties will be sold. The building will cost \$350,000 and will be of Spanish design. An elaborate salesroom is planned for the first floor, decorations of which will be in keeping with the exterior.

Miss M. Fisher, of the Kaufman department store, Pittsburg, Pa., was a recent visitor in this market.

Miss L. DuVall, of Lord & Taylor, New York, called on the trade in this market last week.

Papers of incorporation were recently filed at Springfield, Ill., for the Schwartz Novelty Furniture Co., 1847 S. Oakley Ave., which company was formed with a capital stock of \$10,000. The company will manufacture and deal in furniture, household and office furniture lamps, shades, cabinet work, etc. Incorporators were

Adolph Schwartz, Max Schwartz, Max Marous and Mendle Richmond.

E. A. Schraggs, of the Schruggs, Vandervoort & Barney Dry Goods Co., St. Louis, Mo., visited Chicago during the past week.

The Associated Merchandise Corp., New York, comprising buyers of several large stores, called on members of the local trade after attending the Summer Market of the Furniture Mart.

Exhibitors at Mart

(Continued from preceding page)

Newcomb-Macklin Co., Chicago.....836
Northfield Co., Sheboygan, Wisc.1420-24

Ornamental Wrought Iron Nov., Chicago.....1125

Patent Lamp Shade Co., Philadelphia.....A-15-22 2nd Fl.
Patterson Studios, Chicago1125
Peerless Light Co., Chicago.....518
Phoenix Import Co., New York.....709
The Plimpton Company, Chicago.....E½1039

Rainaud Co., A. L., Chicago.....904
Rainaud, H. A., & Co., Meriden, Conn.....1412
Redmon Fibre Reed Furn. Co., Peru, Ind.....1026
Rembrandt Lamp Co., Chicago.....505-6-7-8
Roman Art Iron Works, New York.....2nd Fl. West
Rose, Percy M., Chicago.....429

Sandel Mfg. Co., Chicago.....610
Salterini, John B., New York.....210
Shepard Company, Chicago1125
Silvray Company, Baltimore-New York.....A-10

In Teller Corp. Section
Standard Novelty & Lamp Co., Chicago.....705-6-7
Standard Wood Turning Co., Chicago.....311
Star Wood Turning Co., Chicago.....1429
Superior Lamp & Shade Co., Chicago.....741-42

Venetian Art Lamp Co., Chicago.....605-6-7

Ward Co., John S., Chicago.....620-24
Warner Shade & Novelty Co., New York.....628
Wood Art Co., Chicago1125

Ypsilanti Reed Furn. Co., Ypsilanti, Mich.....438-40

WHAT TO BUY
AND WHERE TO
BUY IT IN —

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Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings Phone
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NATIONAL CHINA CO.
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Seneca Glass Co. National Glass Novelty Co.
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THE UNITED STATES GLASS CO.

30 E. Randolph Street

Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Market for Toys

(Continued from page 11)

AUSTRALIA AN ASSURED MARKET FOR AMERICAN QUALITY TOYS

The American market for toys in Australia must remain a quality market. With a duty of 60 per cent on American goods, compared with a British duty of only 30 per cent, and compared with the cheaper production costs of German and other goods, it is very difficult for American exporters to compete in low and medium quality toys. But in the best quality toys, where price is not the main object, there is a sure market for American goods. Only high-grade shops and stores sell American toys. It is understood that more American toys for this year's Christmas trade have been purchased than ever before, thus testifying to their growing popularity.

CATALOGUES SHOULD BE SENT EARLY IN YEAR FOR CHRISTMAS TRADE

As toys are a more or less spasmodic trade, catalogues should be sent as early as January to the big stores interested, or to wholesalers, so as to catch the Christmas market. The fact should not be overlooked that this is the summer season south of the Equator, and that outdoor toys are more popular at Christmas time in Australia than they would be in the United States.

Employment Less

(Continued from page 13)

Foundries in Delaware were less active in June than in May, as indicated by a large decrease in both employment and wages, while the food industries showed large increases. Little change is reported in the other industries.

Of the twenty-two city areas reporting, the largest gain was in the Perth Amboy-New Brunswick district. There was little change from May to June in the other areas, ten reporting increases in employment and thirteen reporting small increases in wage payments.

Potters Will Not Seek Increase Is Latest Report

No general wage increase will be sought by members of the general ware industry of the National Brotherhood of Operative potters, it is unofficially announced.

In proposals to be submitted to the labor committee of the United States Potters' Association at a conference which probably will be held in August or September, minor concessions will be asked for certain branches of the industry.

Most of the resolutions adopted at the convention pertained to internal affairs.

Atlantic City was the overwhelmed choice over East Liverpool, O., Trenton, N. J., Buffalo and Syracuse, N. Y., for the 1927 Meeting.

To the Editor

You seem to take a good deal of delight in telling other people how to live and perhaps that is your business, but it seems to me that you exceed your duty when you arrogate the right to inform all of those who may happen to enjoy an occasional drink of "Scotch" on occasions.

I have been presented with a fine bottle of Scotch whiskey for Xmas, and it is before me as I sit at my typewriter and indite this letter to you. It bears the label Sandy MacDonald—a good, fair, well-bodied liquor which I am assured was bought before the War, and has been in my friend's cellar ever since. What right has any form of law to make me a criminal if I partake of this gift as it was intended that I do by the giver?

I claim that any such law is an invasion of my personal liberty. I notice that you have referred to the so-called Bill of Rights which secures to all men and women certain inalienable right to their personal liberty, which, as you say, are not inconsistent with the rights of others. How do you reconcile your statements?

I have just tasted of this bottle of liquor; I will confide to you, and I cannot see where or how I am invading the rights of any other person on earth. I find it excellent. It warms my stomach, it inspires my thought. I cannot feel, Mr. Editor, that I have wronged the community or added to the lawlessness of general society in doing so. It makes me tired to be classed as a criminal for any such reason, and I notify you that before long there will be a revolt against the sort of stuff you are writing.

Just to show my independence of such truck as you are writing I have taken another drink of the aforesaid most jubilant Sandy MacDonald, and I will say to you that it is about as smooth a drink as a man ever put into his system. The second drink, which I shall soon follow by a third, makes me more-certain that those who feel their systems require stimulants, should band together, organize and start a campaign to floor this Volstead business if it can be done.

Now, Mr. Editor, I am no bum and can't make me a bum. I like a little drink now and then, and I have taken a third, or maybe it is a fourth, and I am more than ever convinced that any man that doesn't is a big idiot. You say that this evabion of the law is producing a state of affairs in our Gear mand Glorious Country. You are wroh. This cuntry is jess as good as it ever was and was a great deal better country and will leabe it to you f iit wasn8t, when we had free rum.

I wan&t say to you that this scotch is all right. A lot of it wouldn't do us harm. When we ened stimulaney we need it. My grandfayer was broughr up onrrunm. They had it in the housd all the time. They dranj it freely and even the ministew drank it when he come to our house. It&s a pretty kindf of a cuntry when a garndson is better than his gundfaher. I can drink this sort of Scutcg all day and not be no worst a citozen than I was befote. I could drink this whole wauet and neger quiber an itelash.

I wan to say to tou that t ere are 34"—to the last

(Continued on next page)

(Continued from preceding page.)

endus free american citizens in the Ud. D. S. There are
no bumbs, I sa y to you thay youe make me sick.

Well, sir, me Editor, wheb I satartef out to write this
erret, I had no 37343 3 a notion to taje micg of ypur
e seth May is allright in hid plaxe, he8s a smaet alex.
There(s no proof of the giuuilt of the arsotock shriegg9h.

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fact that HEX ALKRIGHR.2.

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ake a DrinNr oR not as fEE% abo&y iY. but wE
in1/2t no bUmS.

Il will sat inxlosing, thqt I wisg yiu a 2merRt Chsigy-
wax" and %hayoy New Yrare"

Rexoectfilly yioytdx o8Bb&t Swru-1/2T.

Declare Business in Good Shape

The first quarter of 1926 was a period of great activity
and sustained prosperity in most of the important indus-
trial lines, but business sentiment was doubtful and appre-
hensive, says the Cleveland Trust Co., *Business Bulletin*.
There had been a great break in the stock market; the
Florida boom was passing over its crest; installment sell-
ing was viewed with alarm; and building construction and

real estate speculation appeared to be exceeding the safety
limits.

The second quarter was a period of continued indus-
trial activity, with business sentiment feeling relieved and
becoming hopeful. The Florida boom had burst without
doing much harm elsewhere. The stock market, after a
protracted period of indecision, had turned up. Install-
ment financing had corrected many of its dangerous fea-
tures. Building construction and real estate speculation
were slowing down gradually and in orderly fashion.
The automobile industry was enjoying a period of excep-
tional prosperity. Hope began to be replaced by con-
fidence.

The third quarter begins with business sentiment so
buoyant that it almost verges on rampant optimism. For-
ward ordering is being substituted for hand-to-mouth
buying. Stock prices are advancing on their way to make
a double-topped bull market. It is probable that the vol-
ume of industrial output in 1926 will exceed that of any
previous 12 months period, and that the industrial profits
will be the greatest of any peace-time year.

Knowles, Taylor & Knowles Co. No Longer Represented by E. W. Hammond

The Knowles, Taylor & Knowles Co. have withdrawn
their line from New York representation, which has been
handled by E. W. Hammond, for the past eleven years
and will in the future look after their business here from
their sales office at the factory.

ATTENTION!

Domestic Manufacturers OF POTTERY and GLASS

I am in a position to take lines for sales
representation in the Metropolitan district.
I have a centrally located and well equip-
ped showroom which is visited by most
of the leading buyers of the above lines
throughout the country.

E. W. HAMMOND, 10 West 23d Street, New York

Industrial Stagnation in Czechoslovakia Continues

Based on Cable From Commercial Attaché James F. Hodgson, Prague, June 30, Published in Commerce Reports

DEPRESSION in all branches of the textile industry is increasing. The iron and steel, coal, glass and porcelain industries are dull, but no further decline in activity has been noted. Building construction is retarded by the unfavorable weather. Stimulation in the coal trade is anticipated as a result of the new law, effective in July, which abolishes the 10 per cent tax on foreign sales. Authority is also given the Government to remove the tax on coal consumed by export industries.

NEW CUSTOMS TARIFF MAY INCREASE AMERICAN SALES

Legislation just passed, introducing a new customs tariff on agricultural products, may possibly increase sales of American grains and flour, in view of the fact that the United States will pay minimum duties while Canada and Hungary, our principal competitors, will pay the maximum rates. Reduction in the sales of lard and milk are probable, but no change in the motorcycle trade is anticipated as a result of the higher duties.

MONEY CONDITIONS STILL SATISFACTORY

Money is easy, and there is little demand for commercial credits. A reduction in the bank discount rate is anticipated. The total amount of notes in circulation on June 23 was 6,437,000,000 crowns, as compared with 6,434,000,000 crowns on May 23. Check-account balances on June 23 amounted to 1,393,000,000 crowns, as against 1,456,000,000 crowns at the end of the preceding month under review. Back of these amounts there was a total reserve of 2,477,000,000 crowns, as compared with 2,476,000,000 crowns at the end of the preceding month.

Bank clearings in the month ended June 23 totaled 7,089,000,000 crowns, as against 6,972,000,000 crowns during the previous month.

WHOLESALE INDEX FALLS SLIGHTLY—DECREASE IN UNEMPLOYMENT

The index of wholesale commodity prices on June 1 showed a slight decline, from 928 to 926 in paper values. The retail price index on May 15 showed a rise, from 832 to 837.

Commercial failures during May numbered 47 and receiverships 220—practically the same total as the 268 in April. The amount of net losses resulting from such failures and receiverships aggregated 38,000,000 Czechoslovak crowns (approximately \$1,140,000), as compared with \$1,170,000 during April.

CONTINUED DECLINE IN MAY TRADE

The total value of exports for May amounted to 1,219,000,000 crowns (\$36,570,000), as compared with

\$40,470,000 for the month of April. This further decline was due to decreases in cotton, iron, wool goods, leather goods and glassware. Foodstuffs and coal export showed an increase. Imports during May, valued at 1,079,000,000 crowns (\$32,370,000), also represented a decline from their April value of \$35,100,000. This decrease is shown in cotton, wool, livestock, metal goods and Dutch lard; increases occurred in importations of bread grains, flour and animal products, as a result of the expected introduction of new duties.

CARLOADINGS DECREASE

Daily carloadings on the State railways for May averaged 12,833, as against 13,225 in April and 13,714 in March; the average for coal declined from 3,566 in April to 3,418 in May. Railway freight revenues for April amounted to 233,000,000 crowns, to \$6,990,000, as compared with \$7,680,000 during the month of March. Passenger revenues for the same period reached 63,000,000 crowns, or \$1,890,000, as compared with \$1,740,000 in March.

AGRICULTURAL SITUATION UNPROMISING

The agricultural situation continues unsatisfactory, and crop prospects have been greatly reduced by the torrential rains, floods and cold weather. The sliding tariff for bread grains and flour is unchanged for the month of July.

"See here, Sam," exclaimed the gentleman to the waiter, "you must be getting pretty careless around here. I just found a hair in the ice water, one in the honey, and one in the applesauce."

The negro scratched his head a minute and then replied: "Ah reckon dat er hair in de water must have got in when Ah shaved de ice, and Ah 'spects de hair in de honey came from de comb, but Ah tells you, boss, Ah sure don't see how dat hair got in de apple sauce, 'cause de apples was Baldwins."—*The Open Road*.

First Room Mate—I say, Walt, would you kindly lend me your green necktie this evening?

Second Room Mate—Why certainly, Ed, but why all the formality?

First Room Mate—I can't find it.—*Awgwan*.

Mistress—How dared you wear my evening gown at the boilermakers' ball last night? You ought to be ashamed of yourself.

Maid—I wuz. They remarked about me something awful.

Westmoreland Glass Co. Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



No. 1820 Dolphin
Console Set

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H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO

R. A. Keel,
4039 Lincoln Avenue
CHICAGO

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



IMPORTERS OF

"Glassware of Distinction"

We are continually adding new items to our already varied and interesting collection of Glassware. Among the latest additions to our stock are several reproductions of English table service, in blue, ruby and amethyst, also candlesticks and paper-weights.

Inquiries solicited and given careful attention.

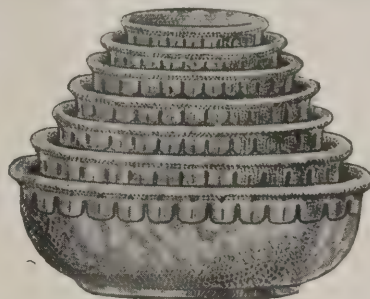
CZECHO-SLOVAK GLASS PRODUCTS CO.

Office and Showrooms: 48-50 EAST 34th STREET, NEW YORK CITY

"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**
made in America

Sells because its
serviceable,
sightly and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

**American China
for
American Homes**

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendene fancy
Highland plain
Pilgrim octagon

Send for Catalog and Illustrations

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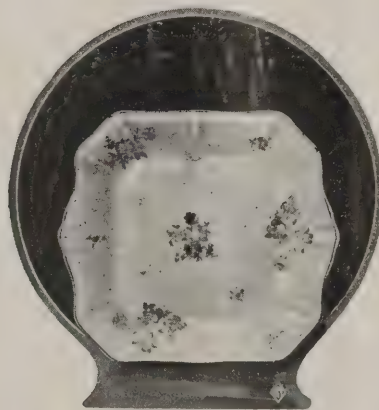
Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

**CROOKSVILLE
CHINA CO.**
U. S. A.



H-5 Pattern

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO

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Boston, Mass.

NEW YORK OFFICE
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John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
348 Morrison Hotel
Gordon A. Weese
Representative

DID YOU EVER STROLL UP ~ FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

FIFTY-ONE YEARS AGO

*From the 1875 Files of the
CROCKERY AND GLASS JOURNAL*

Strength of Different Kinds of Glass

When subjected to a drawing or rending process flint glass yields to a force equal to 2,413 pounds to the cubic inch, and is crushed under a pressure of 13,130 pounds to the cubic inch. Common crown glass will stand a draft of 2,146 pounds to the cubic inch before failure, and is crushed under a pressure of 21,867 pounds to the cubic inch. These are the average results of a large number of experiments.

Inventions and Improvements

Manufacture of Glassware.—William C. King, Union Township, Alleghany County, assigned to King, Son & Co., Pittsburgh, Pa. 1. As a new article of manufacture, a pressed finless or seamless hollow article or glassware having claw feet pressed thereon.

2. The combination of hollow mold having a cavity of any desired form for pressing the body of the article to be made a base, in which are the foot cavities and movable sections, having re-entrant faces and moving in horizontal planes.

Lamp Chinnies.—Oliver D. Warfield, Chicopee Falls, Mass., assignor of one-half his right to John Anderson, same place.

Each section provided with a rib on one edge and a groove on the other. A lamp chimney section having straight vertical edges, one of which is provided with a rounded rib or bead, centrally arranged on the edge, and the other of which is provided with a rib or bead, centrally arranged on the edge, and the other of which is provided with a correspondingly-rounded channel.

Business Changes

Troy, N. Y.—C. H. Garrison sold to D. N. Place.

Elmira, N. Y.—LeFevre & Kingsbury discontinued.

Whately, Mass.—H. H. Hastings, gen. store sold to Mrs. Zella S. Hastings.

Mason, Mass.—Hathaway & Keene, gen. store sold to W. A. Keene.

Wakefield, Mass.—Atkinson & Davis, dis.

Rockland, Me.—J. H. Flint, sold to Sullivan Bros.

Beebe Plains, Vt.—McClintock & Fregean, dis., now C. H. Clintock.

Trenton Notes

Isaac Davis has just completed two new kilns.

Yates, Bennett & Allen's new kiln will be completed this week.

The Glasgow Pottery have in course of construction two kilns which, when completed, will make eight kilns in operation.

The American Crockery Co. are getting out a new toilet set of a new and very stylish shape.

Joseph H. Moore has recently completed a new gloss kiln, making now five kilns running full. He is about commencing the erection of another kiln.

The Speeler Pottery Co. are sprucing up very rapidly and will soon have better and increased facilities.

A fire at Wallaceberg, Ont., June 9th, caused a damage to Little's general store.

Trade Notes

The Gloucester Pottery, N. J., which has been idle several months, is in full blast again.

A Chinaman is hard at work learning the glass-blowing business at Glassboro, N. J., by instructions of the Chinese Government.

Messrs. John C. Fennelly & Co., of Sadbury Street, Boston, have just placed two magnificent colossal lamps and posts on the Devonshire Street side of the new Post Office and sub-Treasury building. The design is original of the noble building.

What is known as China clay is chalky material imported from Falmouth, England, where it is dug out in the rough and then purified by washing. It is used largely in the manufacture of paper, being imported expressly for that purpose. The best brand of this clay is Dunn's, valued at \$21 per ton, but several other clays are now used as substitutes.

Manager (to customer who has ordered a glass of mineral water and an empty plate, and furnished his own sandwich)—Beg pardon, sir, but this isn't—

Customer—Say, who the devil are you, anyway?

Manager—I am the manager, sir.

Customer—Oh, I was just goin' to send for you. Why isn't the band playing?—*The Monitor*.

A man was being tried for selling illicit whisky. The liquor was offered in evidence. The jury returned after having taken fifteen minutes to try the evidence.

Judge—What is the verdict?

Foreman of the Jury—Well, your honor, we would like more evidence.

Cop—Here! Here! You can't stop here, you know.

Motorist (in stalled car)—Can't eh? You don't know this car.—*The National News*.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

EXPERIENCED MAN SEEKS POSITION

A MAN who has served many years as general salesman under the tutelage of one of the most successful managers in the general ware industry, whose position brought him in contact with principal buyers throughout the country, desires to make a new connection of responsibility as general salesman or manager of office. References of the highest character. Box 559, CROCKERY AND GLASS JOURNAL.

AGENT SEEKS CONNECTIONS

MANUFACTURERS' representative with display room established in Chicago ten years desires connections to represent manufacturer of pottery, glass or lamps. Complete lines or specials. Commission basis. Address J. B. Finn, 130 North State Street, Chicago.

OKLAHOMA-TEXAS SALESMAN WANTED

WANTED—Fifty year old mid-west jobbing house carrying import and domestic dinnerware of all grades, glass, novelties, also complete line hotel china and supplies, wants salesman for Oklahoma and Texas Panhandle. Splendid prospect for capable man. Address Box 558, CROCKERY AND GLASS JOURNAL.

TWO HIGH-GRADE SALESMEN WANTED

PROMINENT importer of china, glassware and art wares, has an opening for two high grade salesmen. Excellent territory. Only men with successful records as producers will be considered. Reply to Box 560, care of CROCKERY AND GLASS JOURNAL.

REPRESENTATIVES WANTED

WE have ten States open where we desire high class representatives. Only those that can furnish satisfactory reference and are familiar with the trade need apply. Give all information as to what lines now carried in first letter. Bonita Art Glass Company, Huntington, West Va.

Buyers in New York

JULY 13, 1926

G. A. Lawler, house furnishings, Akron D. G. Co., Akron, Ohio, 115 W. 30th St. (B. F. Levis).

J. C. Schwab, lamps, Elder & Johnson, Dayton, Ohio, 240 Madison Avenue (Syndicate Trading Co.).

C. S. Benzoe, toys, Wm. Hengerer & Co., Buffalo, 17 E. 39th St. (Assoc. D. G. Corp.).

L. Bruner, house furnishings, Anderson Dulin-Varnell Co., Knoxville, Tenn. (J. M. Biggins, Inc.).

JULY 14, 1926

J. Jansing, house furnishings, Stewart D. G. Co., Louisville, Ky., 17 E. 39th St. (Assoc. D. G. Corp.).

A. H. Baum, house furnishings, M. Goldenberg, Washington, D. C., Pennsylvania.

JULY 16, 1926

E. M. Wright, house furnishings, Carter D. G. Co., Louisville, Ky., 43 Leonard St. (E. P. Knowles).

Mr. Moreland, house furnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 W. 30th St. (B. E. Levis).

DEPARTMENT OF COMMERCE BUREAU OF FOREIGN AND DOMESTIC COMMERCE WASHINGTON

LATEST DOMESTIC EXPORTS OF CHINA AND PORCELAIN WARE, FROM THE UNITED STATES, BY COUNTRIES

ELECTRICAL PORCELAIN

Countries	5311 Table, toilet or kitchen ware Lbs. Dollars	5314 For less than 6,600 volts Lbs. Dollars	5315 For 6,600 volts and over Lbs. Dollars	5319 Other china and por- celain ware Lbs. Dols
Belgium	—	—	2,666	591
Denmark & Far Is..	—	—	—	29
France	96	70	4,106	3,821
Germany	233	111	—	—
Italy	203	201	4,779	2,486
Netherlands	—	—	—	813
Spain	—	—	48,250	16,858
Sweden	40	25	—	22,234
Switzerland	—	—	30,060	4,088
United Kingdom....	1,697	575	117	139
Canada	14,535	4,010	199,339	18,833
British Honduras ..	227	32	—	28,867
Costa Rica	61	53	1,492	243
Guatemala	920	445	2,135	167
Honduras	5,671	753	60	36
Nicaragua	145	29	580	42
Panama	80	19	1,594	115
Salvador	—	—	6,072	509
Mexico	7,146	1,533	18,079	4,540
Newfldt. & Labra...	80	31	60	20
Bermuda	64	13	485	30
Jamaica	—	—	640	76
Trinidad & Tobago..	—	—	2,630	273
Other B. W. Ind....	1,549	127	—	—
Cuba	512	261	16,270	2,548
Dom. Republic	1,167	170	7,045	330
Haitian Republic....	—	—	—	—
Virgin Is. of U. S..	—	—	—	—
Argentina	1,691	475	63	32
Bolivia	—	—	—	3,160
Brazil	17	12	108,331	20,414
Chile	—	—	2,292	900
Colombia	265	143	5,969	660
Ecuador	—	—	3,661	377
British Guiana	—	—	470	41
Peru	151	100	14,932	4,036
Uruguay	845	376	351	294
Venezuela	—	—	4,397	695
British India	—	—	4,073	1,390
China	95	28	—	—
Java and Madura...	—	—	—	24,200
Other D. E. Ind....	100	13	—	6,920
Japan, inc. Chosen..	—	—	50	10
Kwantung, l. terr...	60	25	—	—
Philippine Islands...	34	12	900	609
Australia	9	17	5,122	665
New Zealand	—	—	2,904	723
Brit. S. Africa....	—	—	66,363	17,165
Egypt	88	40	304	64
Total	37,781	9,699	563,975	103,229
			524,217	99,027
			54,651	9,361

SHIPMENTS FROM THE UNITED STATES TO NON-CONTIGUOUS TERRITORIES

	5319 China and porcelain ware Pounds	Dollars
Alaska	11,917	2,953
Hawaii	48,214	9,080
Porto Rico	14,422	1,596

C D Goldfish?

A B C D Goldfish?

L M N O Goldfish.

O S A R Goldfish.

O I C D Goldfish!

The Other Fellow

Who turns the corners much too fast?

The other fellow—

Who never waits to let us past?

The other fellow—

Who is it of the motor throng,

Day in and out and all year long,

In every case, is in the wrong

The other fellow.

About Mistakes

About mistakes, it's funny. You got to make your own; and not only that, if you try to keep people from making their's they get mad.—Edna Ferber.

DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
WASHINGTON

LARGEST DOMESTIC EXPORTS OF GLASSWARE TABLE AND
OTHER ITEMS, FOR LIGHTING, CHEMICAL AND OTHER N. E. S.
LAMPS AND LANTERNS FROM THE UNITED STATES,
BY COUNTRIES.

Countries	5241 Glass con- tainers, (bottles, & jars) Dols.	5252 Table & other glass- ware or plain Dols.	5255 Lamp chim- neys & lan- tern glass- ware Dols.	5291 Chem- ical glass- ware Dols.	5299 Glass- ware n.e.s. Dols.	9793 Lamps and lanterns No. Dollars
Ar. & Mad. Is.	50	—	—	—	—	—
Belgium	—	—	—	—	—	6 23
France	—	—	—	—	58	36 62
Germany	367	1,135	500	23	1,575	—
Greece	42	37	70	—	—	—
Hungary	—	—	—	—	—	60 327
Irish Fr. State	—	—	100	—	—	11 53
Italy	—	—	—	—	380	—
M. Goz. & Cyp.	—	—	—	—	—	576 383
Netherlands	—	—	—	—	17	—
Norway	—	—	—	—	80	—
Poland & Dan.	—	—	—	196	—	—
Portugal	—	—	127	—	—	294 724
Spain	313	250	—	—	32	500 77
Sweden	—	—	—	—	300	—
Switzerland	57	260	—	—	300	—
United Kingdom	9,778	8,562	609	365	14,977	4,243 2,583
Canada	102,434	44,038	5,481	3,352	3,734	97,251 11,023 10,447
B. Honduras	29	640	24	36	—	271 486
Costa Rica	62	524	42	49	9	356 596
Guatemala	5,324	2,249	144	48	54	236 1,393
Honduras	1,796	1,439	828	157	36	497 924 886
Nicaragua	134	245	—	252	213	7 622 504
Panama	2,835	1,899	92	74	209	2,039 2,476 1,201
Paraguay	571	122	—	14	—	123 226 452
Peru	15,064	11,846	207	7,482	1,410	3,979 12,497 12,402
St. & St. Pierre	—	—	—	40	—	—
Swifd. & Lab.	1,916	1,669	—	773	52	160 92 627
Bermuda	125	71	—	18	—	86 84 105
Chadabados	—	14	—	57	—	13 34 68
China	155	144	—	101	—	12 3,631 1,806
India & Tob.	192	86	—	47	9	18 437 325
Irish Br. W. I.	86	1,295	—	94	—	101 431 323
Japan	55,267	18,244	793	3,941	1,982	7,065 5,797 6,896
Irish Repub.	849	2,560	51	301	65	387 1,480 761
British W. Ind.	17	518	84	44	—	239 126 56
Irish Repub.	412	971	—	16	155	337 1,243 660
Virgin Is. of U. S.	199	523	—	25	—	30 133 98
Argentina	4,771	2,785	450	—	138	1,326 2,312 3,126
Brazil	211	2,728	—	190	—	45 126 377
Chile	1,823	899	184	199	1,098	4,126 2,975 1,780
Colombia	889	799	25	82	—	6,749 839 1,471
Ecuador	3,671	2,192	1,343	983	593	3,641 5,956 6,088
Peru	90	204	—	13	78	174 519
Guiana	—	115	—	27	—	1,668 962
French Guiana	16	129	—	—	—	360 163
Guiana	—	—	—	—	—	60 27
Uruguay	—	—	—	—	—	36 46
Uruguay	2,393	1,576	—	351	312	435 3,167 2,989
Venezuela	977	316	—	—	—	182 —
Denmark	665	3,921	—	—	—	1,137 597 554
India	2,207	544	—	11,827	220	603 108,351 67,100
Malaya	2,032	—	—	23	—	329 888 1,775
Ceylon	399	—	—	13	41	981 879
Siam	1,732	832	375	10	381	668 44,926 22,163
Java & Mad.	86	—	—	77	108	50 12 48
Indo-China	—	—	—	—	—	96 487
Hongkong	276	210	652	—	42	— 360 1,774
Manila	251	—	—	—	—	108 114
Japan, Inc. Chos.	1,391	—	—	52	—	5,015 3,375
Palestine	—	—	—	—	—	1,120 2,459 1,061
Philippine Is.	2,990	6,647	15	1,324	2,656	6,178 12,034 11,075
Siam	—	—	—	—	—	1,200 783
India	—	—	—	—	—	111 524
Australia	9,077	15,349	691	3,270	73	3,319 12,703 9,251
Oceania	31	159	—	221	—	7 555 582
Oceania	1,200	11	—	113	—	19 420 185
New Zealand	6,693	4,538	—	602	39	496 787 609
Belgian Congo	—	12	—	29	—	— 1,200 950
E. Afr.	68	—	—	294	—	— 2,460 2,177
S. Afr.	3,540	3,204	1,510	933	265	274 2,707 2,636
W. Afr.	20	—	—	255	—	39 7,006 3,540
Egypt	23	—	—	—	37	— —
Libya & Tun.	—	—	—	—	—	490 —
Madagascar	—	—	—	—	—	300 125
French Afr.	—	—	—	—	—	768 499
Iberia	—	—	—	—	19	2 20
Morocco	—	—	—	23	—	— —
Port. E. Afr.	—	—	—	61	—	123 64
Port. Afr.	—	—	—	—	—	24 140
Senegal	—	—	—	—	5	24 47
Total	245,524	146,511	14,270	38,372	14,151	161,643 272,915 194,785

SHIPMENTS FROM THE UNITED STATES TO NON-CONTIGUOUS
TERRITORIES

	5241 Glass containers (bottles, vials and jars) Dollars	5299 Other glassware Dollars
Alaska	931	3,565
Hawaii	10,103	18,904
Porto Rico	18,424	9,736

DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
WASHINGTON

DOMESTIC EXPORTS OF EARTHEN AND STONEWARE, FROM
THE UNITED STATES, BY COUNTRIES

Countries	5323 Earthenware plumbing fixtures Number	Dollars	5329 Other earthen, stone and crockery ware Pounds	Dollars
Belgium	70	1,075	—	—
France	4	187	—	—
Germany	4	114	—	—
Spain	39	62	—	—
United Kingdom	8	108	221	46
Canada	221	3,923	1,663,617	30,174
British Honduras	1	24	203	36
Costa Rica	49	659	1,390	308
Guatemala	61	797	3,261	958
Honduras	6	76	12,516	727
Nicaragua	3	62	409,160	3,041
Panama	36	315	2,927	168
Salvador	50	608	—	—
Mexico	2,555	14,667	478,174	12,114
Miquelon & St. Pierre Is.	—	—	1,619	58
Newfld. & Labrador	—	—	1,732	224
Bermuda	10	178	272	28
Jamaica	3	22	97	36
Trinidad & Tobago	—	—	15,112	378
Other British W. Indies	11	163	691	194
Cuba	2,549	27,087	1,707,551	32,530
Dominican Republic	63	792	1,054	179
Dutch West Indies	31	573	100	10
Haitian Republic	—	—	60	20
Virgin Is. of U. S.	—	—	210	35
Argentina	359	9,144	90	56
Bolivia	105	498	—	—
Brazil	28	539	20,391	3,161
Chile	286	4,993	1,268	225
Colombia	697	9,107	2,564	419
Ecuador	89	1,582	—	—
Peru	202	1,729	270	27
Uruguay	12	78	—	—
Venezuela	282	3,871	4,004	414
China	298	3,391	130	26
Hongkong	—	—	60	25
Japan, including Chosen	—	—	3,084	546
Kwangtung, leased territory	14	244	—	—
Philippine Islands	185	1,919	793	239
Australia	2	28	325	77
New Zealand	—	—	785	209
Total	8,333	88,615	4,333,731	86,688

Headquarters for Original
Czechoslovak Ware



ALL of our decorations are copyrighted and
will bear our registered trade mark and the
name of Joseph Mrazek, as a guarantee of the au-
thenticity of the designs.

New and interesting designs have recently been
added to this beautiful line of hand decorated
ware. Send for our catalog in full colors.

CZECHO PEASANT ART CO., INC.

8-10 West 19th St.

New York City

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BUTTERWORTH & CO.,
225 Eighth Avenue, New York
THE NEWCOMBS,
Knickerbocker Bldg., Los Angeles,
Calif.

CHICAGO GIFT MARKET
58 E. Washington St., Chicago, Ill.
W. W. JACOBS,
Traveling representative

New York Directory

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Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

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"The Dinnerware House of America."

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French China Dinnerware, Short Lines. White China for Decorators.

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Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

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Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

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Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
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The Famous "Haviland China" known since 1840.

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Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

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MORIMURA BROS., 53-57 West 23d St.
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Dinnerware from Heinrich & Co. Selb. Also Fancy China from Winterling.

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Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

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A. J. Wilkinson's, Ltd.; Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware. Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China. Lamps and Bric-a-Brac

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Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

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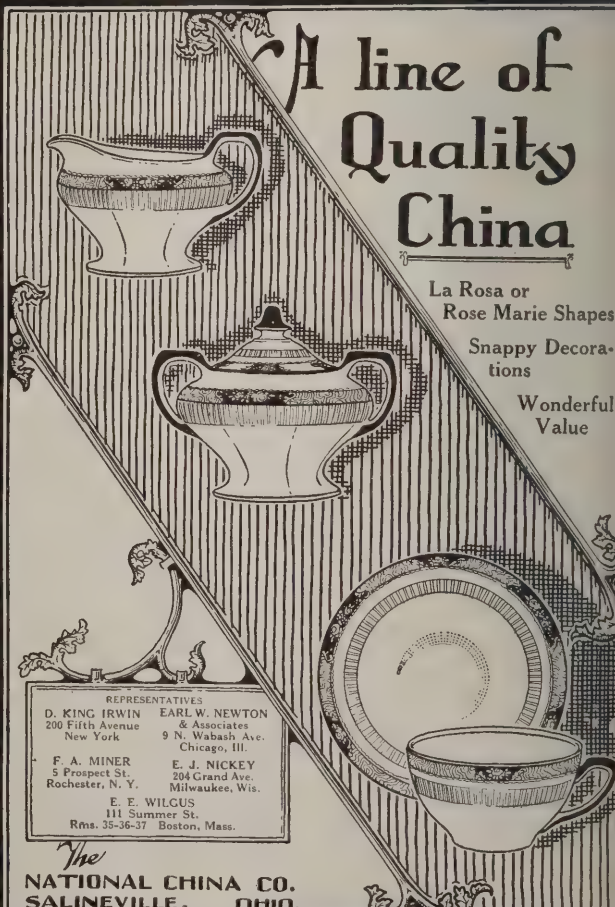
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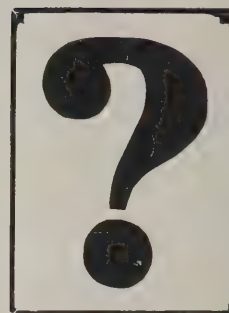
Vol. 103, No. 3

JULY 22, 1926

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In the issue of the CROCKERY AND GLASS JOURNAL of February Eighth, 1923, the following advertisement appeared—

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Then something happens,—something appears so different from anything else and yet so simple and practical and beautiful, that styles are changed for the whole industry, and a new development is begun.

Our Pilgrim shape is doing just that.”

The prophesy in that advertisement has come true. A great part of the industry has followed the development begun with the Pilgrim shape. Copies as near as could be, have been made by various manufacturers. Decorations that had their origin in those on the Pilgrim shape, are now the new products of others; but they are copies, and like all copies, there is something missing; a missing color, a lack of life, a shadow of the real.

The development of decorations by the Theodore Haviland factory, did not stop with the production of the Pilgrim shape, or the decorations which first appeared. New and better things have appeared continually, and now a new development will soon be announced.

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SUBSCRIPTION RATES

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Canada	4.00
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Vol. 103

July 22, 1926

No. 3

AS THE EDITOR SEES IT

Prosperity and Depression

The National Bureau of Economic Research is bringing to completion a report which will describe the business cycles of some 17 leading

countries over periods of years running back as far as reliable records make such comparisons possible. One of the features of the report is a computation of the average number of years of prosperity that there have been for each year of depression in each of these countries during the period of 30 years or more, from the hard times that came almost everywhere about 1890, up to the latest period of slow business. The results indicate that the United States and Canada have led the nations of the world in the proportion of years of prosperity to years of depression. In the United States there have been almost 1.8 years of prosperous times for each year of hard times during the period from 1890 to 1923. If the study is carried back 135 years to 1790 the proportion becomes 1.5 years of prosperity per year of depression, as compared with 1.11 in England during the same long period.

The average for the 17 countries listed in the diagram is 1.14 years of prosperity per year of depression, or eight good years for each seven poor ones, as compared with our own fortunate record of nine good years for each five poor ones, and the sad record of Brazil with more than two depressed years for each prosperous year. The report points out that the criteria used to determine conditions of prosperity and depression in each country can apply only to that one country. There are no international

standards in such matters. It seems sure that the book will be a valuable contribution to the literature of applied economics.

Foreign Trade Clubs

The rapid development of America's interest in foreign trade is reflected in the organization of foreign trade clubs of which more than eighty

have been listed by the Foreign Commerce Department of the Chamber of Commerce of the United States.

"These clubs," says the Department, "are of a number of types, such as the miscellaneous foreign trade club which includes exporters, importers, economists, bankers, freight forwarders and traffic, insurance and credit men; export managers' clubs, made up of export executives in charge of overseas sales promotion; foreign trade committees in chamber of commerce and trade organizations; specialized clubs interested in various distinct phases of export activity and technique.

"These groups are scattered from San Francisco to New York and from Chicago to New Orleans and meet at intervals to consider various aspects of the relations of the United States with all the countries of the world."

This discussion which is probably more widespread today than it has ever been in the United States before, is helping to bring about an informed business opinion on Federal legislation and Federal administrative action, and on matters of international policy in which the United States is involved.

Rodefer Heads Glassware Association

The American Association of Flint and Lime Glass Manufacturers Elect C. M. Rodefer to Succeed W. A. B. Dalzell as President of Organization at Atlantic City Meeting This Week

THE fiftieth annual meeting of the American Association of Flint and Lime Glass Manufacturers, was held at the Marlborough-Blenheim Hotel, Atlantic City, N. J., on Monday afternoon, July 19, at which was represented a majority of the most prominent factories in the country.

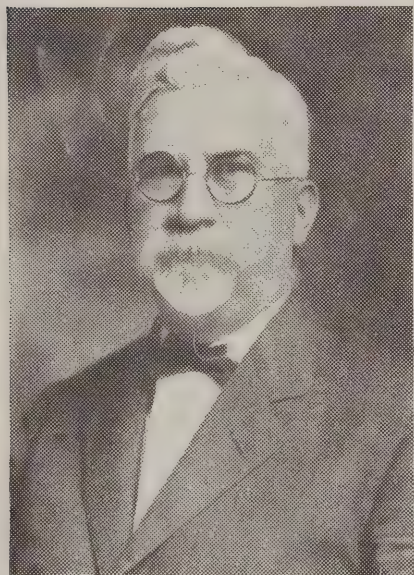
The meeting which was called to order by the President of the Association, W. A. B. Dalzell, of the Fostoria Glass Co., Moundsville, W. Va., followed a meeting in the morning of the National Association of Manufacturers of Pressed and Blown Glassware; both meetings being pre-

liminary to the opening of the wage conference between the National Association officers and delegates of the American Flint Glass Workers' Union which began Wednesday morning.

The conferences will continue for two weeks, or until all of the various departments of manufacturer are taken up for settlement.

After opening the meeting, Mr. Dalzell made a most interesting address which was listened to by his associates with close attention.

Address by W. A. B. Dalzell



THIS nation has passed safely through 150 years of progress. Our Association has passed safely through more than 50 years of this remarkable period. We can say with great satisfaction that our industry has developed in keeping with other industries and has steadily advanced in the right direction.

The rapid invention of automatic machinery for gathering, pressing, blowing and conveying glass, combined with the development of the continuous tank, has made it possible for our members to produce glassware in quantities and at costs never dreamed of 20 years ago. We also make today in large volumes by hand pressing and blowing, some of the finest glassware to be found in the world's markets. This is the result of our wider knowledge of the use of glass chemicals and the attainment of higher standards in designing, and greater genius in mould making.

Fifty years ago when all glass was melted in pots, the glass usually ranged in color from red to green in every pot. The top glass had a red tinge, the center was fairly good, and the bottom had a green tinge. By using purer

raw materials and better chemicals for neutralizing the effects of impurities, we now make uniform glass in pots from the top to bottom. Years ago we also used heavily figured moulds to cover the defects of the glass, and I remember one of the first popular pressed patterns had small birds in profusion. It went nicely with the seedy glass so that we supplied not only the birds but the bird seed without extra charge. While tank glass years ago was expected to vary widely in color, today tank glass approaches closely the uniformity in color of pot glass and the trade appears more critical of the color and quality of the fruit jar than of the finest pieces of imported ware. I see some imported glass which reminds me of the glass we used to make in this country after the first melt was worked out each week. Such glass will not be accepted from American manufacturers today, while the imported seedy glass still seems to be purchased with all its defects.

The revival of interest in colored glassware has stimulated production in tableware factories so that continuous operations have generally prevailed for the past two or three years. Competition from foreign countries is rapidly increasing, however, in hand made blown glassware and is interfering seriously with the continuous operation of these factories. The importation of blown glassware, cut or decorated, in March of this year, was valued at \$225,000, while in March of last year importations of this ware totaled only \$137,000 according to the United States Government statistics. The increase in this month was 63 per cent. The increase for the preceding nine months was of similar proportions. These figures are based on foreign valuation as the duty is paid on that basis. The American valuation would be at least four times this total. The amount of blown glassware imported each month equals the yearly production of the average

blown tableware factory, and the yearly volume of imported blown ware would require the total production of ten of our largest factories. The low scale of wages paid to foreign glass workers is the greatest handicap in meeting this competition. For the equivalent of every American dollar that a foreign manufacturer spends for labor we pay out four dollars for similar labor. In order to offset this low cost of foreign production we have only 55 per cent ad valorem duty on blown glassware, which is also based on foreign valuation. Thus, the future for hand blown glassware in America looks critical.

The imported glassware is not retailed cheaper than comparable American glassware, and since large profits are thereby made on it, sales are being pushed.

We cannot complain of the rate of wages paid in the glass industries of America for they are not unreasonable but compare favorably with the wages that are paid to other skilled labor in America.

We do not want to see the American standard of wages or standard of living reduced to that of our foreign competitors, although many say our tariff is too high and should be lowered. Those who claim this are asking for a repetition of the year 1893. Complete idleness in all manufacturing can bring down the standard of wages and living but we predict that complete idleness for a period will not bring wages down. It will only result in a year or two of stagnation in business which means "Soup Kitchens." Idleness is something we all should use our energy to avoid.

During the world war and for some time afterwards we enjoyed a large export business in various lines of glassware. Today the only glassware exported in quantities is the automatic machine made glassware confined largely to staple articles on which the labor item is not a large factor. While hand made blown glassware is in great demand because it is artistic and very attractive, the labor costs, required mainly for skilled workmen, are 70 per cent of the total cost. Thus, exportation is practically prohibited by the high wage scale paid in this country. The automatic machine made glassware, however, is encountering a handicap in the export business by the policy being adopted in many foreign countries; viz, prohibiting any article to be imported into their country that they can manufacture themselves, regardless of the price. How different this policy is to ours at home where it seems that a large number want to buy in the cheapest markets of the world and pay only a small duty to make it worth while to keep the statistics, even if our manufacturers are idle. They don't seem to understand that we manufacturers of glassware are better than gold mines to our country at large, for we take the natural elements such as sand, soda ash (made principally from salt), lime, lead and coal, and convert them into money. This nation is so wealthy because our manufacturers are doing this, yet it seems that it is not realized very generally or our appeal for protection would be given more attention. When our last tariff was enacted we asked for a tariff based on

American valuation or 90 per cent based on foreign valuation, but was only granted 55 per cent.

Following his address, Mr. Dalzell, much to the regret of the organization, reiterated his decision that he would not consider re-election as president of the association, as he thought there were a number of members well qualified to head the organization, and that the honor should be passed around rather than have one man hold the presidency too long.

The Nominating Committee, consisting of Calvin B. Roe, of the Fostoria Glass Co.; E. A. Gillinder, of the Gillinder & Sons, and F. J. Murray, of the United States Glass Co., recommended the following to fill the offices of the organization for the coming year. They were all unanimously elected by the Association as follows:

President, C. M. Rodefer, of the Rodefer Glass Co., Bellaire, O.

Vice-president, Nicholas Kopp, of the Kopp Glass Co., Swissvale, Pa. (re-elected).

Second Vice-president, W. T. Gillinder, of the Gillinder Glass Co., Port Jervis, N. Y.

Treasurer, E. P. Ebberts, of the Phoenix Glass Co., Monaca, Pa. (re-elected).

Actuary: John Kunzler (re-elected).

Executive Committee elected to serve with the above officers: C. M. Rodefer, W. A. B. Dalzell, Nicholas Kopp, E. P. Ebberts, and Marshall W. Gleason.

After the election of officers, a discussion of package charges and discounts took place, after which a motion was unanimously carried to reaffirm the present package charge and cash discounts.

A motion was also made and carried that a committee headed by E. A. Gillinder, should confer with the other illuminating glassware manufacturers assembled at their forthcoming meeting at Atlantic City, to see if a plan could not be worked out whereby the matter of package charges could not be handled in the same way as it is by the table glassware manufacturers, that is: that package charges be added to the invoice instead of being added in with the cost of the ware which is the present custom. This would make the matter more consistent than it is at present, with two different methods in use.

Mr. Rodefer in accepting the position as president of the association, said that he appreciated the honor conferred upon him by his associates, and asked for closer co-operation among the members in the future, which he said was absolutely necessary to further the success of this association. He said that the manufacturers should show their interest in the organization by attending the meetings—a better attendance in fact, was one thing that he would insist upon.

Victor G. Wicke, head of the Imperial Glass Co., Bellaire, O., backed Mr. Rodefer up in his argument for a better attendance. He also stressed the point of the benefit derived from membership in the organization

(Continued on page 22)



CAUGHT IN THE NEWS NET



F. B. CARNEY, who covers Eastern territory for the importing house of Lazarus & Rosenfeld, Inc., has opened up their line in Atlantic City. Mr. Carney will be there for a week, after which he will continue on over his route which will keep him on the road for about ten weeks. C. B. Kishler, also of the concern's sales staff, left last Sunday on his Fall trip with Buffalo as his first stop. He will continue from there on through the middle west and expects to be gone ten weeks.

W. F. Breuning, with Graham & Zenger, 104 Fifth Ave., departed last Monday to indulge in the pleasures of vacationing for two weeks.

The Messrs. Post and Davis, of the Treeman King Co., Ithaca, N. Y., are among the buyers in town these days. They will remain for several days making purchases for their departments.

Percy N. Leyland, of Percy N. Leyland, Inc., 184 Fifth Ave., was among those to arrive home from Europe aboard the *Caronia* when she docked last Sunday. Mr. Leyland had been away for several weeks on a visit to the English factories he represents in this country.

J. W. Irwin, secretary, treasurer and sales manager of the Edwin M. Knowles China Co., East Liverpool, O., is a visitor in town this week. Mr. Irwin is in New York on a business trip and while here is making his headquarters at the McAlpin Hotel.

Bernard S. Lipman, formerly with S. H. Slobodin, representative for the W. S. George and Cannonsburg lines in the New York Market, is now calling on the trade in New York and New Jersey for the Taylor, Smith & Taylor Co., East Liverpool, O.

Eugene Fondeville, head of A. J. Fondeville & Co., importers, 24 West 23rd St., leaves Saturday for Chicago where he will take charge of his concern's display at the Eastern Manufacturers and Importers Exhibit at the Palmer House. He expects to be away for two weeks.

R. E. L. Wells, sales manager for the importing house of N. Straus & Sons, Inc., 119 Fifth Ave., has just returned to his desk from an eight weeks' trip to the South. While in Miami Mr. Wells had the opportunity to be present at the opening of the new Cromer & Cassel department store.

R. H. & S. L. Plant, Longton, England, have just recently delivered to their American agents, A. J. Fondeville & Co., 24 West 23rd St., new samples in breakfast and tea sets which are now on display at the Fondeville showroom. The breakfast set may be had in three different combinations in a service for either one or two persons. The design consists of a powder robin's egg blue border with inserts of highly colored bird and flower decorations and also the same decoration in the center.

Joseph H. Wallace, who has been in charge of the china, glass and housefurnishing departments for the Sperry and Hutchinson Co., has just completed the closing out of his departments and is leaving today, Thursday, for his home in Boston for a month's vacation. Upon his return to New York he will assume his duties in his new position as assistant foreign buyers for Nathan Straus & Sons, Inc.

Oliver S. Atterholt, of the Utility Glass Works, Lonaconing, Md., is in town this week talking over local business conditions with the concern's New York agents, McKenna Bros.

"Ted" Fry, of the H. C. Fry Glass Co., was a visitor this week at the office of Frederick Skelton, who handles the Fry line in the New York market.

Frank Primrose, of the Fred C. Reimer, Inc., sales staff, plans to leave next Friday, July 23, for Chicago where he will attend the Eastern Manufacturers' and Importers' Exhibit. Mr. Primrose will have charge of the Reimer display while there. His headquarters will be Room 700, at the Palmer House.

Killackey and Edmondson Warrin Tie for Monthly Golf Tournament Honors

J. E. Killackey with a scratch 89 and Edmondson Warrin with a 99 minus a handicap of ten strokes tied for first honors in the monthly golf tournament of the Pottery, Glass and Brass Salesmen's Association, played over the sporty course of the Winged Foot Golf Club at Mamaroneck, N. Y., on Thursday, July 15.

W. S. Pitcairn with a 95 minus, an allowance of four, making a total of 91 tied with G. R. Nakayama who turned in a similar card for third honors. It has not been definitely decided whether Messrs. Killackey and Warrin will toss a coin or play-off the tie to determine which is the winner of the July tournament.

A total of eighteen members and guests turned out to play the difficult West course of the New York Athletic Club's links and the narrowness of the fairways caused many to play out of the rough although considering the

difficult course some very good scores were turned in to Secretary Lou Owen.

The following is a list of the players and the scores:

Player	Strokes	HdCap	Net
L. S. Owen	101	4	97
John J. Hines	117	22	95
W. S. Pitcairn	95	4	91
Sterling Maxwell	149	Guest	
J. E. Killackey	89	Scratch	89
H. R. Hunt	110	Guest	
G. R. Nakayama	95	4	91
H. K. Satow	100	6	94
T. Miyaki	89	Guest	
F. Fukamoto	101	Guest	
Edward Dolfinger	114	10	104
George L. Lobsitz	135	30	105
Thomas Smallwood	125	20	105
M. Raved	140	20	120
George Higgins	112	Guest	
Leroy Roberts	104	Guest	
Edmondson Warrin	99		
Donald Warrin	98	Guest	89

Resolution on Death of James D. Wilson

The National Association of Manufacturers of Pressed and Blown Glassware hereby records the death of its treasurer and one of its pioneer members.

On August 24, 1925, James D. Wilson passed away to his reward.

Mr. Wilson was secretary of the Richards-Hartley Glass Co., of Pittsburgh, Pa., from 1863 until 1880, when the elder Hartley died. Mr. Wilson was then elected treasurer and held that position in the aforesaid firm and the Tarentum Glass Company, of Tarentum, Pa., until he retired in 1915 on account of failing eyesight.

In May, 1898, Mr. Wilson was elected treasurer of the National Association of Manufacturers of Pressed and Blown Glassware and held that office until he passed away.

Resolved: That in his death we realize the loss of not only a faithful official, but also, a friend who had won the respect and regard of his colleagues. As a man, he was honest, courteous and kind, and the members of the Association will ever hold in grateful remembrance his sterling character and integrity. As a friend, he was loyal and true at all times and under all circumstances, and his death is universally lamented.

Resolved: That we extend our sincere sympathy to the bereaved family, hoping that even in their sadness they may find some consolation in knowing that the members of this Association highly appreciated the worth of his private qualities, and the value of his services to this Association.

Resolved: That as a testimony of our appreciation of our late associate, these resolutions be spread upon the Minutes of the Association, and a copy be sent to the family.

Committee:

(Signed) JOHN KUNZLER,
C. B. ROE,
THOS. W. MCCREARY.

Hunter in New Post

John L. Hunter has joined the Weinstock-Lubin Company store of Sacramento, Calif., as sales promotion man-

ager. For the last five years he had been occupying a similar position with the Hale store in San Jose.

Mr. Hunter started in the retail field with the A. T. Lewis & Son Dry Goods Company, Denver, Col., in 1902, and within a comparatively short time became sales and advertising manager. In 1916 he left the Lewis store to specialize in advertising counsel work until 1921, when he became associated with the Hale firm.

E. G. Elliott Advanced

E. G. Elliott has been named operating superintendent of division W., Chicago, for Montgomery Ward & Co. He was formerly with the Oakland, Calif., branch in the same capacity.

A. T. Cushman, formerly assistant superintendent at Oakland, will succeed Mr. Elliott. J. W. Sloss, also of the Oakland branch, is now in this city associated with the general merchandise staff. His place on the Coast has been filled by T. M. Sides.

Filene's Expands Personal Service

Apparently William Filene Sons Co., Boston, does not agree with the recommendations for cutting store expenses as set forth recently in the *Retail Ledger* by F. Frank Vorenberg, director, the Gilchrist Company, this city.

The Filene store has enlarged the service quarters of the Personal Service Bureau on the street floor balcony, and, in stating that Miss Wessman, who is in charge, would like to have employees visit the new location, the store says:

"For your information the following services are extended through the Personal Service:

Information.

Time-tables and travelers' insurance.

Telephone and writing desks.

Western Union Telegraph Office.

Parcel checking.

Waiting room.

Foreign interpreters.

Renting of umbrellas.

Lost and found articles.

Theatre, railroad, steamship and sight-seeing tickets (no extra charge).

Postal accommodations and American Express money orders.

Sight-seeing through the store with guides.

Gift suggestions.

"The Personal Service Shopping Advisers will be glad to accompany your customers through the store and will assist them in selection of apparel or gifts.

"Whenever you have a customer, man, woman or child—who is in a quandary—or who is a stranger here—or has many things to buy, call Personal Service for a shopper and in so doing you are helping to establish a friendly contact and incidentally are giving excellent service."



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Sufficient Stocks on Hand to Insure Shipments Despite Layoff

ALTHOUGH some flint glass factories have been idle for a period extending from ten days to two weeks, and employees of others taking time off under the agreement between the manufacturers and the American Flint Glassworkers' Union, the manufacturers have sufficient stocks of most all staple lines to insure the prompt shipment of all orders for immediate delivery.

For some months the distributing interests have declared that no complaint can be offered about delivery, whether the order call for a package or a carlot movement. The jobbing trade, in advices to the CROCKERY AND GLASS JOURNAL have declared that shipments are arriving in better time this year than has been the usual custom, and this in itself would indicate that the manufacturers have not been experiencing any great factory rush, or that the order files are becoming clogged.

Many factory managers have said that it is better to be in a position to make prompt shipments of orders than to have complaints come into the offices about slow deliveries. However, the latter situation has been the rule in past years, but not so this season.

The receipt of business for fall delivery is now being reported by most all flint manufacturers. There is bound to be a lull during the balance of July and August in business for current delivery, but there are some buyers who are now anticipating future requirements and who are specifying September and October shipping dates.

Majority of flint factories are now showing seasonable activity, but by September all plants will be working on normal fall schedules. Many glassware buyers are now absent from their desks taking a summer holiday, and more or less apathy in new business is expected by the manufacturers at this time.

Westmoreland Line in Active Demand

The elaborate line of both decorated crystal and colored glassware as issued by the Westmoreland Glass Co., Grapeville, Pa., is continuing in very active demand this season, and this is especially true of the colored glass items. Since the 1926 line was shown at the Ft. Pitt Hotel last January, many duplicate orders have been received of initial specifications, and this has been the rule throughout this season wherever the line was placed. Factory production at this time is normal, while the decorating department is engaged full time.

Anticipate Active Fall Trade

Advices received in this district during the last few

days from the northwest territory indicate that the outlook for a good harvest is good at this time, and that distributing interests are looking forward to a more active fall trade than for several years. It is admitted, however, that the harvest will be somewhat belated this season on account of the lack of moisture early in the season, which caused a backward trade movement at that time. The situation has changed, it is announced, and both retail dealers and jobbers are now looking forward to a heavy demand commencing with September. During the last few months, however, the Northwest trade has been buying on a hand to mouth basis, but of late an increase in volume business is reported from that territory.

No Let Up for Imperial Glass Co.

Official announcement has been made that there will be no suspension of operations this summer at the plant of the Imperial Glass Co., Bellaire, O. For some time this plant has been working only part time, although formerly both day and night production was the rule. Production schedules will be maintained throughout the summer season on the same basis as has obtained during the last few months.

Predict Increase Glassware Demand

In the opinion of many buyers, there is strong probability of an increase in demand for all kinds of glassware during the coming fall and holiday season. Especially is this true with reference to the blown and stem lines, and also the novelty items in colored glassware. Plain and etched glassware even at this season is showing a steady demand, but with the approach of the fall season this demand is bound to be more pronounced than at present.

Says Business Is Better

"Business at last seems to have taken a turn for the better," commented an official of the H. P. McGregor Co., Wheeling, W. Va., this week, this firm being one of the oldest dinnerware and glass jobbing houses in that state. "Business in the Wheeling district has been keeping pace with 1925, but in the large coal fields which are so important to us, have been experiencing their worst depression. In the oil territory our salesmen report business quiet, and in the larger lumber regions business is only fair. However, we are now convinced that trade has taken a turn for the better, and that at the close of the year the records will show a larger business transacted than during 1925."

New Martinsville Increases Melting Capacity

The melting capacity of the plant of the New Martinsville (W. Va.) Glass Manufacturing Co., has been increased in order to obtain a larger production of colored glassware, it has been announced by General Manager Ira M. Clarke. This factory this year has been paying special attention to the production of items that will retail for a dollar, both in colored and crystal glass. From time to time factory extensions have been made to this plant since it has been under the management of Mr. Clarke, until now the output is the largest in the history of the company.

McKee Increases Production Schedules

With the completion of the remodeling of the No. 3 furnace at the plant of the McKee Glass Co., Jeannette, Pa., and the installing of two new lehrs of large capacity, the production schedules of this factory have been increased materially. The production records and also sales records of this factory for the first six months of the current year are declared to be far in excess of those of the same period a year ago.

May Reorganize Ohio Glass Co.

A movement is on foot at Massillon, O., to reorganize the Ohio Glass Products Co., which has been in the hands

of a receiver for some months. This plan has been suggested by the Chamber of Commerce of that city, which has maintained that the manufacturing of glassware is a good industry for that community. A meeting of the stockholders of the company is now being arranged, and should a reorganization be perfected a new management will be procured. The plant under its former management was concerned in the production of a general line of containers.

Perfect Glass Co. to Resume

Following an idle period of several weeks, during which time general repairs were made to the factory, the plant of the Perfect Glass Co., Wheeling, W. Va., is being arranged to be placed in operation within a week or so. The company is producing a general line of ware.

Union Favors a Higher Tariff

The action of the annual convention of the American Flint Glassworkers' Union in session at Philadelphia, Pa., in adopting a resolution favoring a higher tariff on glassware manufactured in Europe that comes in competition with American lines of similar character, has been a matter that has been favored by the union workers for many years, it is said. For a long period of time the Union officials have been checking up on the importations of

(Continued on page 22)

Here's my Card—



IF you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?

Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

Make your advertising sell. Illustrate your goods. Tell the buyer what he can sell at a profit. Then you are getting something for the money you spend for advertising space.



ROBERT RAWSTHORNE CO.
Heeren Bldg.—8th & Penn—Pittsburgh, Pa.

Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Meeting of U. S. Potters' Association Likely This Summer

IT is very likely that a summer meeting of the United States Potters' Association will be held this year, at which time there will be a general discussion on a list of propositions that is expected to be submitted to Secretary Charles F. Goodwin by the officers of the National Brotherhood of Operative Potters within the next few days.

The Brotherhood as a rule, following a convention wherein the generalware wage scale is discussed, presents a list of propositions to the Potters' Association within two or three weeks after the close of the convention, and this rule is expected to be followed this year.

Should the Potters' Association be advised this week of the action of the Brotherhood convention as it refers to the wage scale, then will follow a meeting of the Executive Committee of the Association for the purpose of selecting a time and place for a meeting of the membership.

It may follow that the Association will be advised this week of the list of resolutions passed by the Brotherhood convention which refer to the wage scale, although just at this time no definite announcement has been made by the Brotherhood officials when the list of propositions will be forwarded.

A summer meeting of the Association may be held in the East, it has been unofficially intimated, although this selection lies entirely with the Executive Committee. The time and place for a wage conference, however, will not be announced until after the Potters' Association have reviewed any list that the Brotherhood might submit.

Opinion prevails that operations of all generalware factories will be continued without interruption, and that an amicable agreement will be reached between the two interests during the next wage conference.

McNicol Plant Is Active

Active production is now the rule at the Clarksburg, W. Va., plant of the D. E. McNicol China Co., where a standardized line of hotel and restaurant china is being featured. This factory began the production of this line about two months ago, and today the plant is running full time. Both plain and decorated ware is being produced, also special monogram work where specified. The factory sales department is under the management of Allen Surles, formerly with the East Liverpool office of this company.

Work on Hall Addition Progressing

Erectors are making rather active progress upon the new addition to the No. 1 plant of the Hall China Co., in this district, the addition being a remodeled section of the former plant of the Brunt Pottery Co., and which was acquired by the Hall Interests some time ago. This factory expansion will give the company larger warehouse space, permitting the stocking of a larger volume of ware, and also add to the shipping facilities and packing departments.

Both plants of this interest are working better than some months ago, and this is due to the fact that a larger volume of business is being booked.

"Gloria" One of K. T. & K.'s Big Sellers

The new "Gloria" dinner shape of the Knowles, Taylor & Knowles Co., which was brought out for the first time last January, and in an ivory body has been one of the heaviest selling shapes the firm ever listed, according to John B. McDonald, sales manager for this company. It is a matter of record that some of the larger department stores have been ordering this shape in carlots this season, and after delivery the same interests have duplicated the initial order. "This kind of business shows just how this new shape is selling," suggested Mr. McDonald.

National Resumes Operations

The plant of the National China Co., Salineville, O., which has been out of production since July 1st, resumed operations July 19th. While the factory was idle, the heating system of the factory was changed, and the last work completed which had to do with the motorizing of the pottery. This change will result in a large saving to the company in fuel costs, and will at the same time permit a more steady production in the clay shops.

Indications Point to Few New Shapes

From all present indications generalware manufacturers will not show many new dinner shapes next January. With 21 new shapes being presented last January, it is contended that these will endure for some years to come. Numerous plain and fancy shapes were featured by the manufacturers during the opening of the season, and these are being marketed today in both white and ivory body.

What the manufacturers are concerned in just at this time is the selection of new patterns for 1927. It may follow that sprays will be featured in larger volume than at present, although many new border patterns will be in-

cluded in the 1927 line and for open stock shipments.

Distributing interests this year have announced that the retail trade is interested in the bright color patterns, whereas a few years ago the opposite prevailed.

W. C. Browne Able to Leave Home

W. C. Browne, for some years salesman for the Dresden Pottery Co., and who has been off the road for a long period due to illness, is now able to leave his home. Mr. Browne has been suffering with rheumatism for a number of years, and his condition became such that he was unable to make his usual trips, and was compelled to remain at home.

New Road Brings Buyers to National

As a direct result of the establishing of a bus line between Wellsville and Salineville, more buyers are visiting the plant of the National China Co. at Salineville than formerly. Before this new transportation line was started and on account of the poor rail service between East Liverpool and Salineville buyers were not very keen in making the journey to Salineville, but now things are different.

"We fought a good many years for this new concrete road knowing full well what it would mean to us, and we were not mistaken in our thought," declared Frank P. Judge, Jr., sales manager for the National China Co., this week.

The new bus line which has its termini at Wellsville, passes through Salineville to Carrollton where the plants of the Carrollton Pottery Co. and that of the Albright China Co. are located.

Thompson Pottery Resumes

Operations were resumed July 15th at the plant of the Thompson Pottery Co. following an idle period extending over two weeks. A number of repairs were made to the kilns and other parts of this plant during the summer holiday. The decorating department was continued in operation, however, during this term.

W. C. George Pleased With Business

"We are operating all plants, and we must say that we are more than pleased with the condition of business," commented W. C. George, of the W. C. George Pottery Co., of East Palestine, O. This firm is operating both its plants at East Palestine, also that at Kittanning and Cannonsburg, Pa.

"It has always been our plan to distribute our business among all the factories, so that no single factory has the advantage over the other," Mr. George suggested.

Just at this time this company is selecting a number of new dinnerware patterns which will be featured for 1927 delivery.

Salem China Threatened by Fire

The plant of the Salem (O.) China Co. was again

(Continued on page 22)

STAR MINPRO STAR

Contributes to the quality of
your production

THIS feldspar is *dependable*
—mined, not open quar-
ried from an excellent deposit
in North Carolina, the state
that is far in the lead in ton-
nage.

Every means for insuring its re-
liability and your satisfaction
are adopted—including the fur-
nishing of an analysis of each
shipment.



CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The
ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore

New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton

New Law to Lessen "Bankruptcy" Sales

CONGRESS played reformer in passing the new bankruptcy law—or, to be exact, in remodeling the Federal statute governing bankruptcy practice.

Merchants have not been the worst offenders, nor the only ones, that inspired the new deal. Nevertheless legitimate stores stand to benefit more than any other class in the business community if the new law operates as expected, for it will, to a considerable extent, free bona-fide merchants from the underhanded competition of fake "bankruptcy sales," fictitious "foreclosure sales" and like pretenses.

Revision of the bankruptcy law has been brewing for some years. Abuses under the old law have multiplied as adroit lawyers have found ways to dodge its provisions. The former Congress came close to shaking up the obsolete and inadequate statute. The Sixty-ninth Congress put through the job at its first session. The repatterned bankruptcy statute is known as Public Law No. 301, Sixty-ninth Congress, being a modern edition of the act to establish a uniform system of bankruptcy which was approved in July, 1898.

Six species of acts of bankruptcy are listed by the law as revised. First, a person has committed an act of bankruptcy if he has conveyed, transferred, concealed, removed or permitted such actions with respect to any part of his property with intent to hinder, delay or defraud his creditors. Second, he is guilty of an act of bankruptcy if he transfers, while insolvent, any portion of his property to one or more of the creditors with intent to prefer such creditors over other creditors.

Bankruptcy has been committed when a firm or individual, while insolvent, has permitted any creditor to obtain a preference through legal proceedings and has not vacated or discharged such preference at least five days before a sale or other disposition of such preference. Fourth in the listed acts of bankruptcy is the allowing of any creditor of an insolvent to obtain through legal proceedings, any levy, attachment, judgment or other lien which is not vacated or discharged within forty days. The fifth sin of bankruptcy consists in making a general assignment for the benefit of creditors. Sixth and last of the prescribed acts of bankruptcy is the admission in writing of a person's inability to pay his debts and his willingness to be adjudged a bankrupt on that ground.

One of the changes which puts teeth in the bankruptcy law, to the eternal benefit of conscientious merchants, strikes out an entire subdivision of the old law and inserts new language to the effect that whenever any referee, receiver or trustee shall have grounds for believing that any offense has been committed under the national bankruptcy act it shall be his duty to report the matter to the United States Attorney for the district together with the names of witnesses. The United States Attorney, in turn, is required to look into matters thus reported and, if circumstances warrant, to turn over the evidence to the Grand Jury.

With a view to rendering the bankruptcy law more widely applicable, the language has been changed with respect to what constitutes a "corporation." Thus there is brought within the range of the law joint stock companies, unincorporated companies and associations and any business conducted by a trustee or trustees. The purpose of this was to bring within the scope of the bankruptcy law, beyond any doubt, chain store systems, co-operative organizations of retailers, so-called trusts and other amalgamations that are held together by loose or indefinite ties.

The listing of what constitutes "acts of bankruptcy" is much more definite than in the old days and several loopholes have been closed that have been used by slippery "special sale artists." For instance, one change in the language of the law will prevent the evasions of the bankruptcy act which have occurred due largely to inability to prove that a sale which has taken place within four months prior to bank-

ruptcy was a final disposition of property. Some of the courts have ruled that, until a hearing had been held, there was no final disposition of a defendant's property.

NO PREFERENTIAL TREATMENT

What has been indicated above as No. 4 in the acts of bankruptcy is really a new form, additional to the varieties recognized in the old law. This will cure the situation which has existed whereby a creditor might obtain judgment against a debtor and hold that judgment for four months and one day, when it became a lien entitled to priority of payment under the laws of the State, if the debtor subsequently went into bankruptcy. In other words, by this ruse, a lien was permitted to ripen into a preference, giving the creditor advantage over other

Acts Constituting Bankruptcy

THE new Federal Bankruptcy Act repatterns and brings up to date the former statute, providing, among other things, sharper "teeth" and a definite listing of acts constituting bankruptcy guilt.

Among the acts of bankruptcy listed are:

Conveyance, transference, concealment or removal of property with intent to hinder, delay or defraud creditors.

Transference of property, while insolvent, with intent to prefer one creditor over another.

Permitting, while insolvent, a creditor to obtain a preference through legal proceedings, without vacating it at least five days before sale.

Permitting, while insolvent, any creditor to obtain through legal proceedings any levy, attachment, judgment or lien which is not vacated within thirty days.

Making a general assignment for the benefit of creditors.

Admission in writing of inability to pay debts and willingness to be adjudged bankrupt on that ground.

creditors and defeating one of the fundamental principles of equality among creditors. The requirement that the debtor must be insolvent is designed to protect the estate during the four-month term against seizures as well as against preferential payments out of the estate. This new provision of the law has no reference to liens by right, nor to foreclosure of mechanics liens, nor to mortgage liens.

Retailers who have been balked by the red tape of a certain detail of the bankruptcy system in the past will welcome that patchwork in the new law which is designed to get around the judicial ruling that insolvency must actually be alleged in a petition for the appointment of a receiver and a receiver must have been appointed because of insolvency, in order to become an act of bankruptcy. By the new law appointment of a receiver for a debtor who is in fact insolvent is in itself an act of bankruptcy, even though insolvency was not directly alleged in the petition asking for the receiver.

What was commonly known as "involuntary bankruptcy proceedings" will be done away with under the new law, which has stiffened materially the duties of bankrupts and has placed the voluntary bankrupt on a par with the involuntary bankrupt. Another twist in the refashioned law is intended to balk a bit of sharp practice that has been indulged in under the old, easy conditions. Congress found, upon investigation, that in bankruptcy practice many "composition offers" were submitted which were never intended to be carried through. It is customary and proper for the preservation of a bankrupt's business to continue its operation pending the consideration of his composition terms. But frequently such a business is conducted at a loss. Consequently, if composition terms are not offered in good faith and the offer is withdrawn, the bankrupt estate may have sustained a certain amount of injury.

The fact that even in this age of system in business some traders do not keep books is recognized by a concession in the new law of bankruptcy. It is left to the discretion of the courts to excuse a failure to keep books of account and to grant discharge from bankruptcy notwithstanding the absence of business records. One alteration of the law has been induced by the fact that business today is done almost entirely upon credit. Under the old law, a false financial statement, in order to be grounds for denying a discharge from bankruptcy, must have been given directly to the complaining creditor or his representative. The new deal blocks evasions of the law through having the false statements made to and distributed by commercial agencies.

It will be more difficult in future to make bankruptcy a cloak for double dealing. The new law lengthens from four months to twelve months the time-limit on fraudulent transfers which operate to deny discharge from bankruptcy. In other words, Uncle Sam now requires the bankrupt to be honest for a period of twelve months preceding his bankruptcy, instead of for only four months, as under the former program.

From the standpoint of merchants, one of the big gains in the new law is the removal of certain phrases in the old law which prevented free communications between creditors in reference to a bankrupt's conduct. This concession will clear the way for investigations of bankrupts by creditors' committees as, for example, by a committee of local merchants all members of which have suffered at the hands of a dead beat. By and large, the new law will help the honest debtor to be relieved from his misfortunes, and, on the other hand, will secure to creditors, at the least possible expense, the equal distribution of the property of a debtor.

Dept. Store Sales Up 3.5 P. C. in June

Total sales in June of 468 retail stores which made preliminary reports to the Federal Reserve System from all sections of the country were 3.5 per cent larger than in June, 1925. Increases occurred in all Federal Reserve districts except in the Cleveland and Minneapolis districts where declines amounted to 1.6 per cent and 7.4 per cent, respectively. The largest increases, ranging from 7 to 11 per cent, were in the Atlanta, St. Louis and New York Federal Reserve districts. The increase for the country as a whole reflects larger sales than last year at about half the stores, the other half reporting declines.

Sales of two mail order houses were 14.3 per cent larger than in June, 1925, and those of 5 and 10 cent variety chain stores (five chains) were 8 per cent larger than a year ago.

TOTAL NUMBER OF STORES REPORTING.

	Increase.	Decrease.	Percentage of increase or decrease compared with June, 1925.
Boston	32	30	+ 1.1
New York	25	30	+ 7.0
Philadelphia	24	38	+ 1.9
Cleveland	12	25	- 1.6
Richmond	27	19	+ 0.9
Atlanta	22	3	+11.0
Chicago	22	28	+ 6.1
St. Louis	7	4	+ 9.9
Minneapolis	5	10	- 7.4
Kansas City	16	12	+ 0.6
Dallas	9	5	+ 6.6
San Francisco	32	31	+ 3.1
Totals.....	233	235	+ 3.5
Mail order houses (two houses)	+14.3
Five and ten cent stores (5 chains)	+ 8.0

BENJAMIN FRANKLIN

There is much difference between imitating a good man, and counterfeiting him.

Search others for their virtues, thyself for thy vices.

Keep conscience clear, then never fear.

Content is the Philosopher's Stone, that turns all it touches into gold.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers
of Lamps, Shades and Their Accessories

By BEATRICE MILLER WISNER



Lovers of music will be gratified with the advent of the novel shade from D o o n e r - Logan, 39 West Adams St., Chicago, Ill., styled t h e "Mel-O-Die." T h i s decoration shows a print of an old familiar tune, bordered by an appealing hand colored design applied on a background of antique parchment. T h e model illustrated is the popular old air "Home S w e e t "

Home." The line includes bridge, table and junior styles with other favorite songs treated by the same attractive method. These shades are well adapted to any style of lamp base as the colors are delicate and harmonious and the design simple. The durability of these shades and their attractive song prints endear them to those wishing a unique commemorating shade.

Fulper Pottery on Display

The Fulper Pottery Exhibit at the Sesqui-Centennial, will give the buyer a fine opportunity to see the Fulper line at its best. The Fulper's highly artistic building of adobe style, situated in a prominent location of the Exposition grounds is an interesting place to visit. Besides a comprehensive showing of the full line, there will be seen a potter actually making shapes from plastic clay on a potter's wheel. This in itself will be an attraction worthy of intense interest. The extensive Fulper line which will be on view, includes lamps, vases, odd gift items, lamp mounts and many other new and fascinating objects. Those who do not know Fulper pottery, would do well to pay a visit to the Exposition and see it in its patriotic setting.

Beautifully Designed French Lamps

Two lovely French type lamps from A. L. Diamant & Co., 1515 Walnut St., Philadelphia, Pa., reproduced from period style from the original models in Paris, are delightful examples of authentic modeling. The novel candle

light of these lamps, one with snuffer, brings period construction back to modern times in a fine revival. The soft gentle light diffused through the candle-light adds a spell of enchantment to the lighting effect and gives magnetic charm and beauty to these artistic lamps. The parchment shades in harmony with the style of the lamps are consistent additions and well adapted in carrying out the character of the units.



Tissier Resigns

Francis A. Tissier, secretary of the East St. Louis, Ill., Retail Merchants' Association for the last sixteen years, has resigned from that organization as well as from the position of State secretary of the Illinois Retail Merchants' Association and as editor of the *Illinois Retail Merchants' Journal*, which job he has held for six years.

C. J. Kastner, his assistant in East St. Louis association for the last six years, will succeed him, and his State post will be taken over by Jean Ulbright, of Alton, Ill. It is also announced that State headquarters will be moved from the Murphy Building, East St. Louis, to Alton, Ill.

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Annual Chicago Merchandise Fair Opens August 3rd

THE 6th annual Chicago Merchandise Fair will open August 3rd at the Coliseum for ten days, closing August 13th. The large Coliseum will be filled with displays of many lines. Included among those of interest to the crockery, glass and housefurnishing trades are the following: Bellaire Enamel Co., Berghoff Importing Co., Cataract-Sharpe Manufacturing Co., Ehling & Reuss, Economy Glass Co., Imperial Glass Co., Kewaskum Aluminum Co., Mutual China Co., National China Co., New Cumberland Glass Co., Earl W. Newton & Associates, Owen China Co., Peerless Light Co., Inc., Perfect Glass Co., D. Saunder Co., Sunshine Cut Glass Co., The Wellsville China Co.

The opening of the third week of the Summer Market at the Furniture Mart shows evidence of confidence and optimism among dealers and buyers for a good business in the near future. Registration to date in July has been

over 5,000. The desirability of a Mart which is open to buyers twelve months of the year is shown by the fact that 34,893 buyers registered at the four previous markets and the present one up to July 15th, which means that nearly half the buyers who have visited the American Furniture Mart have done so out of the market seasons. Displays are constantly being changed and kept up to date. This is shown by the number of carloads of furniture received and sent out by the shipping room of the Mart, 1,679 carloads having been handled in seven months in 1924; 2,922 in 1925 and 1,584 in the first six months of 1926.

Sears-Roebuck Co., in a petition filed with the board of tax appeals objects to the assessment of additional income taxes to the amount of \$490,600 for the year 1920.

The Manufacturers Outlet Furniture Co., 3039 92nd St., has been formed with a capital stock of \$1,000 to buy and deal in furniture and household articles by M. Jackson, Abner Sideman and David Dolnick.

Kovar's Inc., of New York, are offering as an August special one large cake plate and six individual plates at \$2.50 for the seven piece set. These come in attractive Czechoslovakian designs and are on display at W. C. Owen, Inc., Chicago.

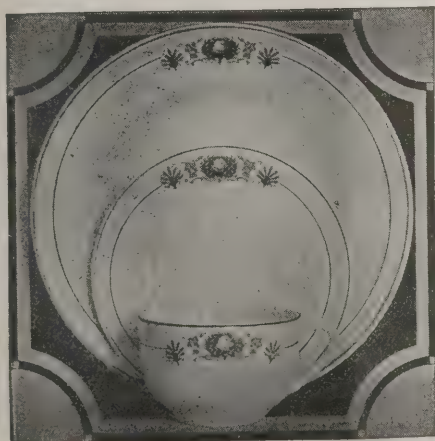
For the first time since its incorporation June 7th, 1887, as successor to a firm of the same name established in 1873, the stock of Butler Bros. will be listed on the Chicago Stock Exchange. The company's application was favorably acted upon last week at a special meeting of the governing committee of the exchange. The listing will total 1,139,079 shares of common capital stock of an authorized issue of 1,500,000 shares, having a par value of \$10.

W. T. Darden, local representative of the Dresden Pottery Co., East Liverpool, O., returned to this city last Sunday from a trip of several days spent at the factories. He reports business as quiet in that section but says the trade is optimistic of the Fall business there.

T. A. McNicol, of the T. A. McNicol China Co., East Liverpool, Ohio, was a visitor in this market for several days early last week.

Among visitors in Chicago during the past week were J. R. Lore, I. E. Mincks and J. I. Lore, all of the Albright China Co., Carrollton, Ohio. They were here several days visiting their local representative, O. Phillipps.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

H. Von Hagel, china and glass buyer of Sears-Roebuck Co., took his family to Cincinnati, Ohio, where he will leave them for the summer. He returned to this city Monday.

Papers of incorporation have been filed at Springfield, Ill., for the Palmer Gift Shop, Inc., State and Monroe Sts., which company was formed by Fred W. Frank, Rus-

sell H. Pratt and Paulina H. Sherman. The firm was incorporated with a capital stock of 200 shares of no par value and will do a general merchandise business in works of art, pictures and prints, statuary, dishes, bric-a-bracs, etc.

There's not a joy in the world can live like that it takes away.—BYRON.

**WHAT TO BUY
AND WHERE TO
BUY IT IN —**

CHICAGO

**A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS**

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown, Phone
Etchings, Cuttings, Central 3497
and Iridescent.

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9 North Wabash Ave. Phone: Central 3236

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Seneca Glass Co. National Glass Novelty Co.
Susquehanna Cut Glass Burke Studios

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Business Outlook Bright in Chicago

TRADE reviews for the week continue optimistic on the general tone of business in the Chicago district. Conditions here are excellent, with many lines registering improvement over activity prevailing a year ago and others holding closely to that level.

Sales of the two mail order houses in June were more than 14 per cent ahead of last year, and automobile sales, while registering the usual seasonal decline, are substantially ahead of a year ago.

CAR REGISTRATIONS

New car registrations in Cook County in June totaled 8,206 against 6,081 in June of 1925. The May total, when the peak of the selling season was reached, was 11,898.

Statements of the Chicago banks in response to the calls dated June 30 also are interpreted in a favorable light, particularly the sharp increase in loans, which is taken to indicate a material acceleration in commercial activity. The satisfactory condition of employment is reflected in an increase in savings deposits.

Real estate activity, on the other hand, has definitely entered a decline in all lines, including subdivisions. Building permits for June were approximately \$2,000,000 under last year and the first half of the year registers a loss of about 10 per cent.

Showing down in steel mill operations has not materially affected the general output, as the average is high and above that of a year ago. Stabilization of steel values has been affected and they are averaging slightly higher than two weeks ago. Buyers took advantage of expiring options at special prices to place considerable steel tonnage up to July 1, and there is a fair amount of business optional at special prices good the next

thirty to sixty days which is expected to be turned into actual orders.

STEEL ORDERS GREATER

Mills have more orders in hand than a year ago. A feature of the week was the award of contracts for three large freighters on the Great Lakes requiring 5,000 tons of steel and for a pipe line of 475 miles running from Amarillo, Texas, to Kansas City, which will require 100 tons of steel.

A movement for lower freight rates for coal and adoption of machinery for the Middlewest mines is considered the only hope for soft coal mines in this region to compete with non-union mines.

Hardwood lumber manufacturers have stiffened values and the general lumber trade is fairly active. Building operations were restricted by the holidays and movement of materials was reduced, but showed a disposition to enlarge toward the close of last week.

There are two good rules which ought to be written upon every heart. Never believe anything bad about anybody, unless you positively know that it is true. Never tell even that, unless you feel that it is absolutely necessary, and that God is listening while you tell.

Tomorrow you have no business with. You steal if you touch tomorrow. It is God's. Every day has in it enough to keep any man occupied without concerning himself with the things beyond.—HENRY WARD BEECHER.

What do we live for if not to make the world less difficult for each other?—GEORGE ELIOT.

BUYING FACTS!

on Glassware and Ceramics at the
INTERNATIONAL LEIPZIG TRADE FAIR
(August 29th to September 4th, 1926)

10,000 Manufacturers Will Exhibit!
Over 800 in Your Own Line of Business!
Newest Designs and Patterns!

	EXHIBITORS
Glassware Staples	256
Glassware Luxuries	102
Glassware for Technical Purposes	3
Chinaware Staples	230
Chinaware Luxuries	36
Chinaware for Technical Purposes	11
Crockery	124
Marble and Alabaster Goods	66
Mirrors	20
	<hr/> 848

NOTE: Not alone Germany's foremost manufacturers are exhibiting, but you will find also Czechoslovakian table sets and cut glass with 300 exhibitors, Italian and Austrian fancy glasses and marblware, true reproductions of the antique—many others. A host of charming, colorful patterns and features from all parts of the continent

BUY AT THE LEIPZIG FAIR
Save time, expense and effort of searching throughout Europe.
All Europe's Sources of Supply Concentrated in One Spot!
140,000 BUYERS

For Lowest-in-the-World Prices, go to **LEIPZIG.**

from all over the world, regularly visit this great world's trade fair. They return year after year. The following figures are convincing proof that they profit by their attendance.

	1914	1925	INCREASE
EXHIBITORS	4,000	10,500	163%
BUYERS	10,000	180,000	1,700%

Share in the Profits—Arrange Now to Buy at Leipzig

First, see Leipzig for business. Then relax and see Europe for pleasure.



WRITE!

Write for full information and illustrated booklets. Let us instruct you on train connections and airplane service from all European capitals to Leipzig. Special accommodations in Leipzig at reduced rates. Address:

LEIPZIG TRADE FAIR, Inc., 630 Fifth Ave., N. Y.



Glass News

(Continued from page 13)

glassware that comes into competition with that produced in American factories, and as a matter of protection to the industry the convention went on record favoring a higher tariff.

Albert Pick, Barth & Co., Do Big Business

It was related in financial circles here this week that the net earnings of Albert Pick, Barth & Co., Inc., for 1925 were \$1,676,814. This interest has just completed the installation of furniture and equipment of Webster Hall, this city at a cost of \$25,000. The new company, which is a consolidation of two large hotel and restaurant supply houses is one of the largest buyers of glassware and hotel china in the United States.

Economy Glass Co. Resumes Work

The plant of the Economy Glass Co., Morgantown, W. Va., which has been idle for two weeks, has resumed operations. The 350 employes of this company were given a summer holiday during this time, and the plant is now ready to be operated on a steady scale throughout the balance of the year.

Pottery News

(Continued from page 15)

threatened by fire a few days ago when sparks from a passing locomotive is believed to have set fire to a pile of baled straw near the factory. Fortunately, however, the fire was extinguished before any buildings were affected, and was confined within a small radius.

Kinney & Levan Feature Ivory Porcelain

During the fifty-first anniversary sale of the Kinney & Levan Co., Cleveland, O., a few days ago, a special feature was made of the Ivory Porcelain dinnerware of the Sebring Pottery Co., Sebring, O. In describing this line the china department announced that "The soft creamy finish of the quaint shapes with embossed edge, is an effective background for the sprays of red, blue and orange flowers. The handles are traced with deep blue lines." The anniversary sale at this store continued for five days.

Some Increase in Generalware Business

Some increase in the volume of future business is reported by the generalware manufacturers of this district, and the same rule is said to be holding good with those firms located elsewhere. September and October shipping instructions are being given in the bulk of these orders, although some orders have been received for November shipping.

Within a few weeks the usual fall buying period will be ushered in and it has generally followed that the bulk of the fall and holiday business is booked at that

time. Retail stocks are said to be only nominal at this time, and this would indicate that many buyers will place specifications for fall delivery with more liberality than has been the custom so far this year.

Potters' Convention

(Continued from page 9)

which he said, considering the good that each concern derived from it, that it was one of the most inexpensive things they had in connection with their business.

Maurice A. Smith, of the McKee Glass Co., Jeannette, Pa., head of the Traffic Committee, made an interesting report on the work of himself and associates since the last meeting. This showed creditable work on the part of the Committee which has already worked to the benefit of the manufacturers in lower rates on some lines.

A motion was made and carried that the Executive Committee be given power to use their efforts in an attempt to increase the attendance at the next meeting.

Aside from the manufacturers present at the meeting, the press was represented by Miss Dorothea Proctor, of the *Glass Industry*, New York; T. A. Kimes, of the *National Glass Budget*, Pittsburgh; Howard R. Handy, of the *Pottery, Glass and Brass Salesman*, and F. Calvin Demarest of the *CROCKERY AND GLASS JOURNAL*, New York.

Brett Heads Merchants

Charles E. Brett, president of the Timothy Smith Co., Roxbury, was chosen president of the Merchants Division, Massachusetts Chamber of Commerce, at a two-day convention held at Salem, Mass., recently.

The following merchants were chosen members of the governing council for the ensuing year:

Arthur Madison, director, Chandler, Inc., Boston; R. W. Cathcart, treasurer, Atherton People's Furniture Co., Haverhill; Nicholas C. Johnson, treasurer, Mitchell & Co., Haverhill; W. E. Wood, general manager, I. H. Morse Shoe Stores, Inc., Lowell; M. J. Doran, president, M. J. Doran Co., Fall River, and Lawrence A. Hansen, managing director. W. W. Cummings, treasurer, Consolidated Dry Goods Co., Springfield; Frank Krim, president, Denholm McKay Co., Worcester; Frank Black, director, William Filene's Sons Co., Boston; Guy Mailman, president, Mailman Hanlon Co., Brockton; Chauncey A. Steiger, general manager, Albert Steiger, Inc., Holyoke; Fred Warren, treasurer, Nichols & Frost, Co., Fitchburg; Charles E. Brett, president, Timothy Smith Co., Roxbury; Joseph Clapp, president, Joseph L. Clapp Co., Boston.

Lew Hahn, managing director of the National Retail Dry Goods Association, staged a debate with W. H. Crichton, counsel for the American Fair Price League, on the subject, "Price Maintenance Should Prevail." Another speaker of interest was James W. Eadie, Jr., merchandise counsel of the Associated Merchants' Division, whose topic was, "On the Firing Line With the Merchant."



No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK	PHILADELPHIA
H. C. Gray Co.,	Fred Stott,
200 Fifth Avenue	1007 Filbert Street
BOSTON	SAN FRANCISCO
H. P. & H. F. Hunt,	Himmelstern Bros.,
41 Pearl Street	718 Mission Street
Traveling Representatives	LOS ANGELES
R. B. Reineck,	Himmelstern Bros.,
1422 E. Marquette Road	643 S. Olive St.
CHICAGO	SEATTLE, WASH.
R. A. Keel,	Himmelstern Bros.,
4039 Lincoln Avenue	Terminal Sales Bldg.
CHICAGO	

Kopp Glass, Inc.

Successors to

Pittsburgh Lamp, Brass & Glass Co.'s

(Swissvale Plant)

Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
Uses



Kopp Railroad
and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

K. G. I. *Aims to* SATISFY

KOPP GLASS, Inc.

Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glenderefancy
Highlandplain
Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories
Carrollton, Ohio 14 Kilns
Scio, Ohio 9 Kilns

CROOKSVILLE
CHINA CO
U. S. A.



H 27 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO

Main Office and Factory
EASTERN REPRESENTATIVE

Herbert A. Wellington
Boston, Mass.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmanter & Sons
Representative

CHICAGO OFFICE
348 Morrison Hotel
Gordon A. Weese
Representative

The World's Business at a Glance

(From Commerce Reports)

BELGIUM

The continued fluctuations and exchange quotations have prevented any perceptible return to stability in Belgium's money or commodity markets. The Belgian stock exchange is awaiting developments with operators, and the public is withholding orders until there is greater assurance as to exchange movements. Metallurgical stocks are somewhat lower, owing to the restriction of iron and steel markets. The continuation of the English strike has improved the Belgian coal market.

CANADA

Wholesale and retail trade conditions are satisfactory in most commercial centers of Canada, with improvements reported in Montreal and Toronto, according to Trade Commissioner Lynn W. Meekins, Ottawa. Prospects in western Canada are considered excellent. The wholesale prices of 236 commodities declined 1.3 points in June, largely because of lower quotations for flour and potatoes. Better business conditions are reflected by the smaller number of commercial failures this May than last, with considerably reduced liabilities. The upward trend of security prices continued during the week ended July 3. Bank debits to individual accounts in May were nearly 6 per cent larger than in the corresponding month of 1925. The employment situation is now more favorable than at any time since 1920. The Government's report on the condition of the wheat crop, as of June 30, shows satisfactory growth in all provinces. The third-quarter outlook in the metal market is more encouraging, on account of the low stocks in the hands of consumers. The automobile, electrical, and engineering industries are active, and there is a demand for structural steel for several new bridges. Canada's coal output in April was smaller than in March, but above the April average over a five-year period. Lack of demand from Great Britain and from the United States for eastern Canada wood continues to depress the lumber market there. The Canadian railways carried 7,513,441 tons of freight in April, which was 1,112,182 tons more than in April, 1925, with mineral and forest products contributing heavily to the increase. Carloadings to June 26 show a satisfactory advance over the like period of last year.

DENMARK

Danish farmers are in very critical position, and agricultural and cooperative leaders are endeavoring to find an effective means of meeting the situation. A united appeal is being made by agricultural and co-operative groups for reduced Government expenditures, so as to facilitate a reduction in taxation and in rates on transportation and communications. A gradual relaxation of credit restrictions, in the hope of stimulating industry and reducing unemployment, is expected.

CZECHOSLOVAKIA

The Czechoslovak Government has established a new

tariff, effective July 14, 1926, according to a cable from the Commercial Attaché at Prague, Czechoslovakia. This tariff introduces fixed duties on agricultural products and higher duties on motor cycles, artificial silk, and yarn.

EGYPT

The coal markets were firmer, and all new arrivals during the month were from Germany, according to a cable from Assistant Trade Commissioner Mann. Egyptian crop conditions in general are good, as weather conditions have been favorable in spite of variations of temperature and cool nights. The sugar cane, rice, sefi, barley, and groundnut crops are estimated at normal, and the cotton and wheat crop at 97 per cent of normal, according to a cable from the Bureau of Agricultural Economics.

GREAT BRITAIN

The low level of stocks of British coal and the use of imported fuel, by raising the cost of finished products and weakening the British competitive position, have led to the closing of many industrial plants, according to a cable dated July 8 from Acting Commercial Attaché Hugh D. Butler, London. The House of Commons has passed the bill making an eight-hour working day permissible in the coal mines. The mining-industry bill, involving the Government's share in the proposed revision of the coal-mining industry, is still in the committee stage. The number of unemployed on June 28, excluding miners out of work on account of the disagreement with the operators, was 1,638,600 persons, as compared with 1,634,700 persons on June 21.

GREECE

The latest step in the Government's program to increase tax revenues is the raising of the tax rate on cigarettes. The general business and financial situation continues unsettled. The cost of living is steadily advancing, and passenger and freight rates on the railways have been increased. In order to restrict the number of banks with small capital, the minimum amount for new banks has been fixed at 15,000,000 drachmas. At a Council of Ministers, the removal of import taxes on necessary industrial raw materials and a general reduction in freight rates on such commodities was recommended and will probably soon be put into effect by decree. According to a cable from Acting Commercial Attaché Dickerson, Athens, dated July 10, the Greek Government has approved an agreement with a Swedish group for a loan of £1,000,000 at 8½ per cent. The Government agrees to purchase matches exclusively from this group.

FINLAND

Finnish savings and cooperative banking institutions, which have been paying 8 to 9 per cent interest, are endeavoring to bring about a reduction of the interest rate on deposits to conform with the rates of 7½ per cent

(Continued on page 30)

MAYER CHINA

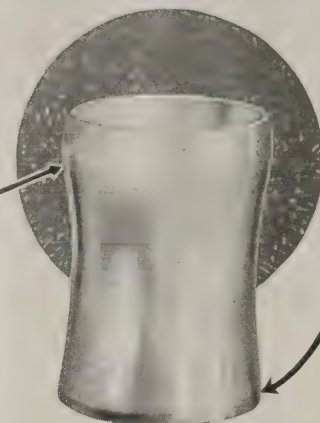
VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

For use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
C O M P A N Y
Beaver Falls-Pa

ECONOMY TABLE TUMBLERS

Look for
the
Economy
Bulge.



and the
Broad
Abutting
Foot.

A Tumbler Worth Advertising

IF you are looking for a tumbler that has real merits and is worth advertising, consider the Economy. It has an attractive shape that fits the hand. Edges cannot touch. Difficult to chip or break. Hard to upset. Cannot be nested. In sizes from 3 to 18 oz., plain and etched. Fine lead blown glass. Table tumblers in barrels of 18 dozen or carton of 6 dozen.

Sold only through distributors.

ECONOMY GLASS CO.
MORGANTOWN, W. VA.

Here's a Present for Our Advertisers

As an exclusive service for its yearly advertisers the CROCKERY AND GLASS JOURNAL will mail each month a printed pamphlet containing a complete list of NEW BUSINESSES, FAILURES and BUSINESSES DISCONTINUED in the trade. This list, which is exclusively controlled by Demarest Publications, Inc., for publication in the china, glass, house-furnishing and lamp trades, will include every state in the Union.

NO EXTRA CHARGE FOR THIS SERVICE

The extraordinary part of this service is that it is furnished to our advertisers absolutely without cost and gives invaluable information that can not be obtained elsewhere.

IF YOU ARE NOT AN ADVERTISER

It would work to our mutual advantage to have your advertisement in the CROCKERY AND GLASS JOURNAL but you can obtain this valuable and exclusive service complete every month covering the entire United States for the nominal sum of \$50 a year. Single copies may be had for \$5.00.

Send your order now to the

CROCKERY AND GLASS JOURNAL

45 EAST 17th STREET

NEW YORK CITY





What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

45 East 17th Street

-:-

New York

Buyers in New York

JULY 19, 1926

Mrs. J. E. Dunwoody, house furnishings, Chamberlain-Johnson-DuBose Co., Atlanta, Ga. (Wm. Van Buren).

T. F. Stackpole, house furnishings, china, May Company, Cleveland, O., 1115 Broadway.

JULY 22, 1926

R. L. Mims, gifts, novelties, toys, Monnig Dry Goods Company, Fort Worth, Texas (Mdse. Reporting Company).

A Rise Out of Him

A farmer and an Irishman were at work in a field when an airplane passed over their heads.

"I'd hate to be up in that thing," said the farmer.

"Faith, I'd hate to be up there and not in it!" retorted the Irishman.

REPRESENTATIVES WANTED

WE have ten states open where we desire high class representatives. Only those who can furnish satisfactory reference and are familiar with the trade need apply. Give all information as to what lines are now carried in first letter.

BONITA ART GLASS COMPANY
HUNTINGTON,
WEST VA.

"NUROCK"

The most popular
BAKING AND
SERVING
WARE

made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

Kaufmann Store Handles Vast Trade

The North Side service station of Kaufmann's "The Big Store," Pittsburgh, is a busy place at all times. Here are a few figures for the month of May which indicate only slightly what is going on at North Side.

During the month the receiving department of the store unloaded 114 cars, besides receiving merchandise over the door. It has facilities for unloading three cars at one time.

The freight department made 875 shipments by express and 450 shipments by freight. Some of these shipments went as far as England and Germany. The store delivered 17,099 pieces of furniture during the month of May.

*"You Can't Argue
Against Conviction"*



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the BUYERS LAMP DIRECTORY is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP DIRECTORY
45 East 17th Street
New York

GLASSMAKERS CHEMICALS

Copper
Chrome
Cobalt

OXIDES

Antimony
Uranium
Manganese

B. F. DRAKENFELD & CO. INC.
50 Murray Street
Established 1869
New York, N. Y.

Large Crockery and Glassware Exhibit at Leipzig Affair

DOUBTLESS the largest and most varied exhibition of crockery and glassware in the world will be assembled at the Leipzig Trade Fair this fall. More than 400 manufacturers of china, crockery and glassware will be included. Every phase of this great German industry will be adequately represented. The Fair will be distinctly international in character and will include exhibits from more than a score of countries. In addition to the exhibits of Germany's foremost manufacturers there will be a remarkable display of the most artistic recent products of Czechoslovakia, Austria and Italy by over 300 manufacturers.

A cordial invitation is extended to America to display her products. The Leipzig Fairs are held semi-annually. The Fall Fair will be held from August 29 to September 4, and the 1927 Spring Fair from March 6 to 16. The latest reports indicate that the Fall Fair will eclipse all records in its long history for size and attendance. It is significant that the Fair is much larger than in the years before the war, indicated by the following figures:

<i>Spring Fairs</i>	<i>Exhibitors</i>
1914	4,253
1926	10,667 gain of 251% in 12 years

Buyers

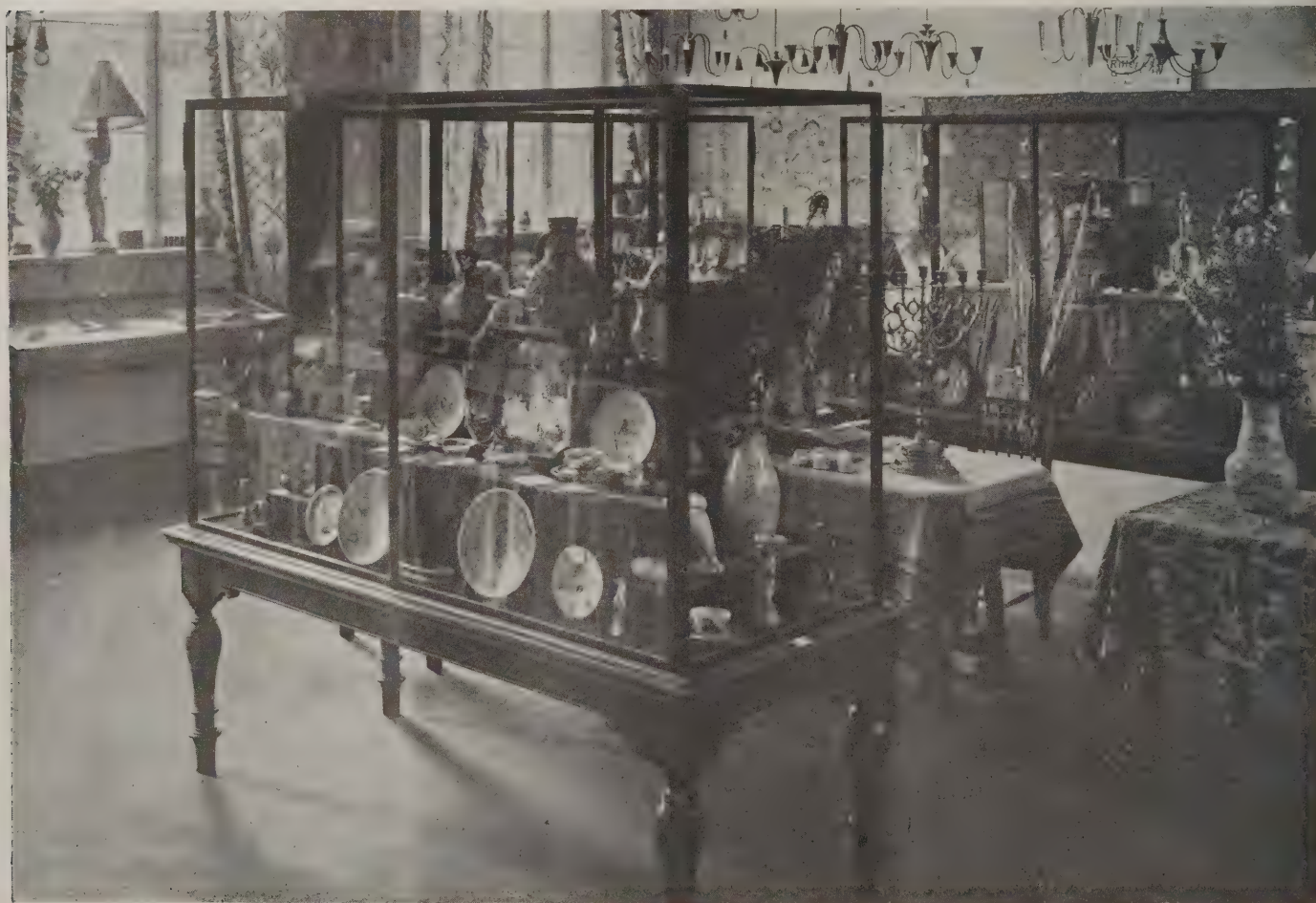
1914	20,000
1926	140,000 gain of 700% in 12 years

More than 10,000 exhibitors will take part, representing every phase of the industrial life of modern Germany. The Fair will be attended by over 150,000 buyers, gathered from more than forty different countries in all parts of the world. America alone will send some 1,500 buyers to Leipzig this fall.

An unrivalled opportunity is presented at Leipzig for the display of products, including crockery and glassware, to the largest gathering of buyers ever assembled. The Fair may be compared to a great show window, where products are attractively displayed to be examined by discriminating purchasers from all parts of the world.

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The Leipzig Fair will occupy upwards of 100 special



A well-arranged corner in section of glassware exhibit at Leipzig Fair

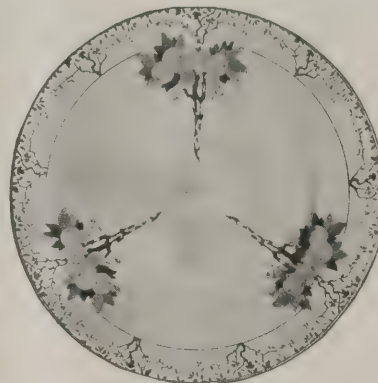
buildings this fall which form a city in themselves and compare favorably in size and beauty with those of other great world expositions. Some idea of the extent of the Fair may be gained from the fact that it will occupy 4,000,000 square feet of floor space. Several countries, notably Austria, Italy, Russia, Czechoslovakia, Switzerland and others have special buildings at Leipzig for displaying their products and it is expected that America will be similarly represented in the future.

The Leipzig Trade Fair has been held without interruption for 700 years and is today by far the oldest and largest fair in the world. Leipzig occupies a very favorable geographical position at the intersection of several important trade routes. In the early days of the Fair goods were brought by caravans under strong guard from all parts of Europe. Later Leipzig became the great railroad center of the continent and in turn a center of many air routes. It has grown with the times and today attracts exhibitors and buyers from all civilized countries. Information concerning the best means of securing exhibition space, how to reach Leipzig by airplane or rail, and all other details will be furnished by the Leipzig Trade Fair, Inc., 630 Fifth Ave., New York.

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Bankruptcies as an Economic Indicator

Under normal conditions, the number of commercial failures—in the sense of both legally adjudicated bankruptcies and failures settled out of court—is a reflection of the economic conditions prevailing in a given country, or even in a certain section of a country, declares S. K. Koshelusky, in *Commerce Reports*. This rule should, however, not be applied without due reservations to regions where economic conditions are far from normal and where commercial ethics are not as firmly established and adhered to as they are in certain other countries. At present, for example, in some eastern European countries which are in the grip of severe economic depression and are suffering from an extreme financial stringency, where protested notes have gradually become the rule rather than the exception, the number of adjudicated bankruptcies, as officially reported, is strikingly low, while no data are published on commercial failures that have not reached the courts of law. Statistical data on failures in such countries for a given period not only fail to reflect the real economic situation prevailing there but are essentially misleading.

The number of bankruptcies in one European city during 1925 is officially given as 97—but, according to a public statement made by the director of the principal commercial bank of the city before the local legislature, based

upon the records of the local chamber of commerce, the number of actual commercial insolvencies that occurred during the year was 1,500, or more than 25 per cent of the total number of industrial and mercantile firms registered in the city. In another large industrial and commercial center, where more commercial notes have been protested than have been promptly paid, an increase of about 100 (to a total of 150) bankruptcies has been reported for the year, while as a matter of fact, the number of business establishments (based upon the number of trading licenses issued to commercial and industrial enterprises) decreased during the year by several thousand.

The principal reason for the strikingly small number of officially recorded bankruptcies in certain eastern European localities lies in the fact that in a preponderating percentage of commercial insolvencies in countries struggling under an extreme economic depression the assets of the failed firms are so small that any amicable settlement is preferred by the creditors to bankruptcy proceedings, or the insolvency is so hopeless that judicial action would scarcely return to the creditors the court expenses involved.

The official data on bankruptcies in some European
(Continued on next page)

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Bankruptcies Preceding

(Continued from preceding page)

countries are, therefore, not only inadequate for gauging the economic conditions of the given territories but are decidedly misleading and should not be confused with the data on commercial failures regularly published by the mercantile agencies in the United States, which are not confined to cases of legally adjudicated bankruptcies but seek to embrace all failures in which the firms involved became financially unable to carry on business. Characteristic of the present situation in some European countries with regard to bankruptcies is the introduction in one national legislature of a bill providing for closed hearings of bankruptcy cases in which settlements are arranged.

World's Business

(Continued from page 24)

paid by commercial banks, thus following the suggestions of the Bank of Finland. May trade, due to a late start in shipping this year, was more adverse than ever before, but it is now evident that there will be steady improvement for several months.

ITALY

The business situation continues hampered by severe credit stringency and slow collections. A further decline in activity has occurred in certain branches of industry. Notwithstanding the new orders and a better outlook, cotton spinners have been unable to dispose of accumulated stocks and are reducing their output. Engineering trades have slowed down somewhat, especially manufacturers of railway equipment. Exports have been stimulated somewhat by exchange developments, but this has not increased

general confidence in the situation, as it is generally realized that no permanent prosperity will result from currency depreciation.

NORWAY

The marked decrease in Norwegian imports and exports during May reflected the dullness and stagnation which prevails in the business life of that country. The trade balance for the first five months of 1926 shows an excess of imports over exports of 125,800,000 crowns, as compared with 147,700,000 crowns for the corresponding period of 1925. This decrease in Norway's unfavorable balance is traceable to reduced imports as a result of lessened industrial activity and generally depressed commercial conditions. Minor labor conflicts continue, in spite of the settlement of the larger controversy.

NETHERLANDS

The French and Belgian franc decline has caused competition from both those countries to be felt keenly in many lines of Netherlands trade and industry. Due to excessive production, purchases of raw materials are lessening, especially in the textile, shoe, leather, dairy products, tobacco, and canning industries. Government statements for May indicate a further strengthening in the

(Continued on next page)

PETER POTTER



PETER POTTER SAYS: There's a lot 'o drinkin' done durin' these hot spells. Now ez a good time to feature drinkin' glasses, fancy 'n otherwise in special sales.

General Business Conditions

(Reprinted from *Bradstreet's*)

A FAIRLY prompt rally from mid-year dullness is visible in trade and industry, retail trade showing visible evidences of intensive advertising of "sales," while industry, largely in constructive lines, has quickened after a shorter than normal period of stock-taking. Wholesale and jobbing distribution has been slower to gather force, for which crop uncertainties in the South and spring wheat Northwest have been mainly responsible. Consideration of current crop developments vies with reviews of the business done in the first half of the year, with considerable variance still shown in opinions as to what faces the business world in the second half of the year.

Crop reports for the week have dwelt on some excesses of rain, cool weather and insect pests affecting the cotton crop, but there has seemed to be a disposition to regard the cotton flea damage prospect as less threatening than was indicated a week or two ago. Certainly, the price of cotton has seemed to sag a little, despite the appearance of some smaller crop estimates, whereas the government report on the grain crops has confirmed unofficial estimates of a smaller than earlier expected outturn of spring wheat and corn.

The week's weather has, on the whole, seemed to favor a gain in corn condition from the rather low point of July 1. Winter-wheat harvest is about ended in the West, with a tendency still further to advance estimates of that grain. Winter wheat is moving to market fast, but the speed of marketing, aided to some extent by new harvesting devices, has resulted in car shortages in parts of the Southwest.

The big feature in prices this week has been a general rise in grain prices, for which a smaller than expected estimate of the Canadian wheat crop is held mainly responsible. This rise is fortifying the idea, already expressed, that few burdensome surpluses are visible in food crops for man or beast. Indeed, the sum total of estimates of five leading cereals is over 6 per cent. below the outturn last year. Other notable features in price movements has been quite general, strengthening of prices of non-ferrous metals, a steadying of cotton-goods quotations at a higher level, and higher prices for scrap steel, as against another weakening in pig iron. Steel sheets have been active, but irregular in price, structural material has sold well, as have oil pipe and tank plates, whereas new season prices for cotton ties have been fixed at a slight reduction from a year ago. Continued imports of foreign pig iron are noted, and a French pipe concern has won a contract for a 14,000-ton order for Texas Panhandle oil interests.

In the furniture trade, the July exposition at Grand Rapids is said to have brought out more orders than a year ago. There is more doing in buying of shoes and leather both East and West. Automobile production feels the effect of mid-year shutdowns for inventory.

A rather curious development in June in the cotton

manufacturing industry was that, despite the unquestionably wide curtailment visible and the reduction of 500,000 in active spindles from May and from June a year ago, there was a fractional gain over May and a 4.8 per cent increase over June, 1925, in bales reported actually consumed. For eleven months of the cotton-crop season, domestic consumption is 4.9 per cent larger than the year before, while exports were 2.5 per cent less.

Building expenditures at 187 cities for six months fell 2.8 per cent below 1925, a gain of 10.8 per cent in New York being more than offset by a 7.2 per cent decrease outside thereof. Car loadings for the first July week were only 9,000 below those for the year's peak, touched in the last week of May.

Final returns as to mail-order and chain-store sales for June reveal increases of slightly over 14 per cent as compared with last year, whereas department stores gained only 3.5 per cent. For six months, chain stores gained 14.5 per cent and mail-order concerns 12.9 per cent, while department stores for five months gained only 3 per cent.

Sixty-four banks in Georgia and a dozen in Florida were reported to have shut down this week. Most of these were small state institutions, and appear to have been members of chain systems.

World's Business

(Continued from preceding page)

financial position. Security markets continue active, and investors are being attracted especially to foreign issues.

SYRIA

Since the beginning of 1926, the Aleppo wool market has been characterized by a lack of interest on the part of foreign buyers, according to a report from Vice Consul P. H. Alling at Aleppo. Local dealers have, however, succeeded in maintaining prices, in spite of the fact that speculators have been very active since May.

TURKEY

Difficulties in the application of the Turkish general consumption tax have added to the economic crisis of the past few months. In spite of the uncertainties of the business situation, the foreign trade of Turkey does not appear to have declined, and the exchange is steady. Railway construction continues slowly. Industrial construction is also progressing, including the opening of work on the first electrical-goods factory in the country; the electrification of a textile weaving mill; and the beginning of construction of a match factory by a Belgian concern.

Not how much you make but to what purpose do you spend.—RUSKIN.

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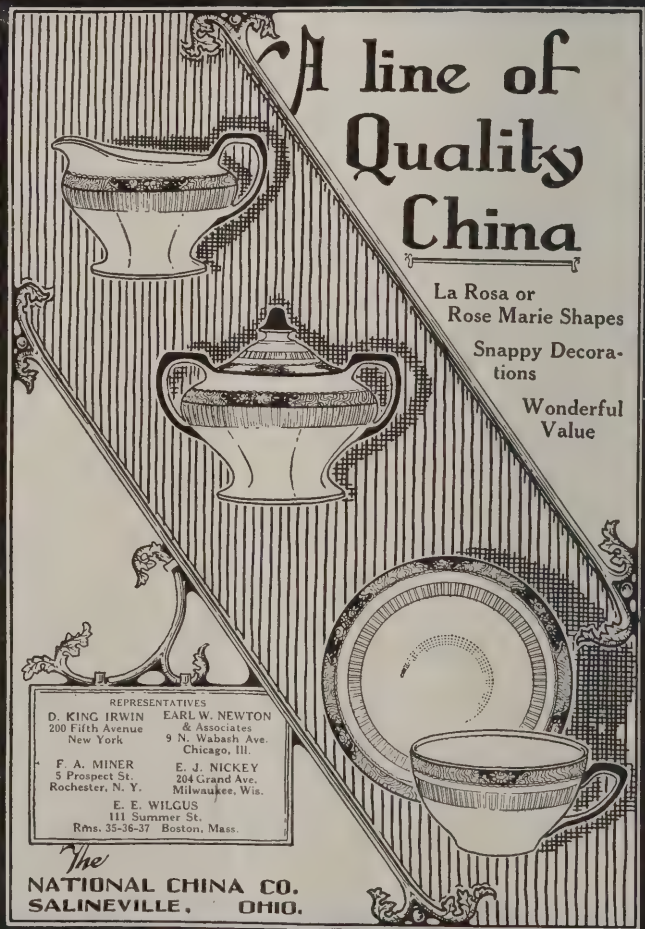
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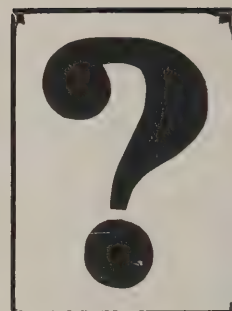


Vol. 103, No. 4

JULY 29, 1926



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DECORATION NUMBER 135-G

An exceptionally attractive decoration on our
GLORIA SHAPE.

The KNOWLES, TAYLOR & KNOWLES CO.
EAST LIVERPOOL OHIO

Now Ready



The Yellowstone Dinner Service

**Ivory Body
Exclusively
Octagon Model**

The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain octagon outlines, provide the ideal frame and background for the score of original decorations especially designed for this model.

Many of the discriminating buyers who have already had opportunity to inspect the Yellowstone have been good enough to pronounce it the outstanding creation of the year, one destined for unrivalled popularity.

The Prices Will Be an Agreeable Surprise

The 1926 Line Will Be

**Yellowstone shape in Ivory Body only
Kwaker shape in both Ivory and White Bodies
Empress, Republic and Hudson shapes in White Body only
Complete Line of Cable Staples in White Body only
Complete Line of Hotel Ware, Double Thick, White Body
Complete Line of Hotel Ware, Half Thick, White Body
A good assortment of Toilet shapes**

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body. The ivory is slightly more expensive, but you may agree that it is worth the difference and more.

PRODUCTION

The equivalent of forty kilns on Ivory.
The equivalent of sixty kilns on White.

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

45 East 17th Street

-:-

New York

Every Town Has Its Aristocrats

and this dinnerware appeals to the best of them



Social standing, intelligence, good taste—these make the American aristocrat.

No. 9596 is itself an aristocrat among dinnerwares. A beautiful body, enriched with a decoration of rare good taste, in buffs and black, with pink garlands and half matt gold handles. The execution is faultless. The ensemble has that perfection certain to influence the purchases of the best people.

*See for yourself
Send for samples*

Original packages available at once as well as open stock.



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EFFECTIVE

Acclaimed throughout the best stores everywhere the quality leader, The Edwin M. Knowles dinnerware has attracted to its standard a host of loyal friends.

THE EDWIN M. KNOWLES CHINA CO.

EAST LIVERPOOL, OHIO

In the issue of the CROCKERY AND GLASS JOURNAL of February Eighth, 1923, the following advertisement appeared—

“The Pilgrim—

Have you ever watched the development of an age-old industry,—have noted the ruts into which its production falls,—trifling changes here and there, but nothing which lifts the efforts of one much above those of another?

Then something happens,—something appears so different from anything else and yet so simple and practical and beautiful, that styles are changed for the whole industry, and a new development is begun.

Our Pilgrim shape is doing just that.”

The prophesy in that advertisement has come true. A great part of the industry has followed the development begun with the Pilgrim shape. Copies as near as could be, have been made by various manufacturers. Decorations that had their origin in those on the Pilgrim shape, are now the new products of others; but they are copies, and like all copies, there is something missing; a missing color, a lack of life, a shadow of the real.

The development of decorations by the Theodore Haviland factory, did not stop with the production of the Pilgrim shape, or the decorations which first appeared. New and better things have appeared continually, and now a new development will soon be announced.

Theodore Haviland & Co.
Incorporated
26 West 23rd Street
New York

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

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Vol. 103

July 29, 1926

No. 4

AS THE EDITOR SEES IT

How Fortunate We Are

Every once in awhile some incident occurs in our lives to make us realize that we are not nearly as badly off as we imagine ourselves to be.

This morning the Editor was walking across the park at Union Square, his thoughts occupied by the knowledge that a slew of copy must be edited before his departure on a vacation next week. The usual assortment of humanity occupied the park benches along the Editor's route. Often he has wondered about the lives of these poor fellows who may be found in the parks of any large city. From whence they come, where they stay at night and where they obtain their food.

The last question was answered for one of these unlucky individuals at least, this morning. Just ahead on the sidewalk lay a piece of stale-rye bread. It looked none to clean but then "beauty is in the eyes of the beholder" for one of the unfortunate clan spied the bread from his seat on the park bench and hastily arose to snatch it up.

Breaking off a little piece he proceeded to eat after carefully placing the remainder in the inside pocket of his coat—probably for lunch.

Last week while dressing after a comfortable night's rest in the luxurious Engineers Club on Fortieth street,

New York City, the Editor chanced to glance from the window to the park across the street. It was early in the morning and the park benches were draped with the figures of the unfortunate, covered with newspapers for quilts.

One by one as the day gradually brightened, they arose, stretched, yawned and grugged away—who knows where?

It is these incidents in life when brought before us which make us realize how fortunate we in the Crockery and Glass trade, with our good homes, plenty of food and tasks to do,—really are.

Hot Weather Hints

New York and adjacent communities, in fact, most of the country in general, have been sweltering under the torrid rays of Old Sol during the last few weeks. Many cases of heat prostration have been reported as a result.

It is well to remember at this time of the year that over-eating while harmful enough at all times, is particularly dangerous during hot weather as it tends to heat the blood. Salads and vegetables should largely replace the richer meats and fatty foods. Overexertion should of course be avoided and it is well to drink plenty of water.

In a few words—live moderately to live longer.

Putting on a Fall Opening for Home Furnishings

By W. T. WHITE

Sales Promotion Director, The Rike-Kumler Co., Dayton, Ohio

THE dissecting of stores today in separate merchandise divisions for the purpose of separate analysis and study has brought forward the very sound idea of separate sales promotion for these divisions. In the introduction of a season for the home furnishings section, it is just as important to consider it as a unit, as it is to consider the whole store as a unit, when entering upon an anniversary or a store-wide sale.

The Home Furnishing campaign is particularly appropriate in the fall season, and September is the natural month for it. Better Homes movements are revived particularly at this time, after a season of out-of-doors. Aggressive merchants attune themselves to take advantage of this trend of greater interest in the home.

The treatment for the Home Furnishings fall opening should include all those ramifications which are considered when formulating a store-wide campaign. The plan should be as broad in scope and as thorough and far reaching in detail.

The first thing to consider is a study of past efforts and sales results. Before the plan is made, in brief retrospection will establish a clean-cut and vivid picture of what has gone on before. From this a store may save its good experiences and eliminate the unsuccessful ones. It gives opportunity for the study of departmental failures and affords a chance to build a foundation for the current plan.

The next step should be to establish the general policy, the scope of departments and the sales quotas. At this juncture, it should be determined whether it will be a prestige campaign, a strictly sales even or perhaps a combination of both. This latter method is more generally considered a good practice. It builds prestige at the start of public interest. At the same time it secures immediate business. So that all home furnishings departments will be identified with the campaign, a symbol and a slogan should be developed such as: "Everything for the Home Sweet Home," "Better Homes Week" or "Furnishings for the Home Beautiful."

The scope of merchandise featured should include all departments that sell merchandise for the home. In detail, it should include furniture, rugs, draperies, china, glass, pictures, art objects, linens, beddings, domestics, house wares, household appliances and musical instruments. Such a representation in the fall opening should

definitely convince any community that your store is the home furnishings store.

From the past records and from information available of the immediate business outlook sales quotas should be established at reasonable levels. The value of a sales goal is inestimable. They should be set at fairly certain marks but should be large enough to make all those concerned stretch to reach them with a vigorous merchandise and sales promotion program.

The merchandising plan is the backbone of the campaign. Upon it rests completely the final results obtainable. The departmental stocks of home furnishings should all be complete and ready at the one established time. They should impress your customers with their comprehensive assortments and good qualities. In the merchandising program it is also advisable to arrange for "Fall Opening Specials." One or more from each department would secure much additional business. It might be advisable to consider a strong follow-up program and prepare for semi-annual sales of the various home furnishings departments to be featured separately or collectively. These sales events could include:

Home Furnishings, particularly small wares with one or two big stars such as aluminum ware and bath room supplies at a low unit price.

A china and glass ware sale.

A feature of beddings and linens.

An event in lamps and art objects.

Seven days of furniture selling.

A household appliance drive.

All in all, there should be a well-defined clear understanding of the merchandise program for the home furnishings division for every department.

The first big promotional medium should consider the general publicity features—those things which will attract customers from the educational and entertainment standpoint, and which will indirectly sell merchandise. Among those which have proven successful to a large degree by prominent stores throughout America are:

Electrical shows.

Household appliance demonstrations.

Model kitchen with a series of food talks by a domestic science expert.

Model tables set to include linens, china, glass, silver, arranged by society women of the local Junior League.

NOTE:—The advantages of holding seasonal "openings" in connection with wearing apparel, textiles and the like has long been recognized, but comparatively few stores appreciate the fact that the same principle can be profitably applied to furnishings for the home. Mr. White's article—reproduced from the "Data Book" of the Sales Promotion Division of the National Retail Dry Goods Association—shows clearly how an event of this kind should be handled and indicates some of the advantages which would accrue from it.

Exhibitions of hand-blocked printings of cretonnes.

A number of ideal windows properly curtained in the drapery department.

A series of ideal rooms completely furnished.

The furnishing of an ideal home with all the home furnishings, building one to your own specifications or by co-operating with some local real estate man who already has one built.

A series of interior decorating talks by your store interior decorator, or by a prominent local club woman intelligently versed on the subject.

A community house furnishings exhibit in the town hall by local merchants featuring exhibits, talks and demonstrations.

Demonstrations on china making, glass blowing, rug weaving and the like.

These and many other home furnishings attractions are available and can be developed by stores regardless of their size. They are bound to create additional interest in better home furnishings and establish for your store the reputation of intelligently selected some furnishings stocks.

The newspaper schedule is the next important step in the home furnishings fall opening. If a policy of merchandising is pursued which will build prestige and gain immediate results, the following schedule is perhaps the logical one:

Week of September 12—

The Opening.

Week of September 19—

Follow-up with prestige copy showing comprehensive stock assortments, spotlighting each department separately or the section together.

Week of September 26—

Semi-annual department sales featured separately or collectively.

Such a program followed in this sequence will accomplish the desired results:

The direct mail literature used in the opening is entirely dependent on the general policy of the merchandise program and the publicity features planned. If the campaign is entirely prestige or if it is entirely a sales campaign, a comprehensive circular carrying the merchandise offerings should be mailed to a good home owners' list in the town as well as in the territory. If it has for its purpose the building of prestige and the follow-up program of departmental sales, a generalized folder including the comprehensive stocks and the "opening specials" should be mailed for the week of September 12, and a semi-annual home furnishings sale broadside or booklet containing all or major sale items should be mailed for the week of September 26.

For whatever publicity features are developed, small prestige folders should be prepared for various means of distribution. In addition to mailing them to regular household lists and enclosing them through packages, it would be well to consider the following specialized lists:

Domestic Science teachers and students.

Federated Women's Clubs.

Purchasers on the deferred payment plan.

Builders of new homes and people moving.

Another valuable means of continually keeping the fall home furnishings opening before all purchasers in your store is the use of a colorful sticker to be placed on packages and correspondence, carrying the symbol and slogan of the drive.

Dependent on the proportions which the campaign will take, it would be well, to consider the use of auxiliary sales promotion mediums. These would include weekly newspapers, territory newspapers, door-to-door dodgers, billboards, street car, traction and bus signs, movie slides and news column write-ups on whatever general publicity features may be adopted.

The window and interior displays of the merchandise should again follow the general policy of the merchandise program. The window backgrounds should portray a setting or scene which depicts the symbol of the opening. The departmental displays should also follow this general scheme.

Large full sheet signs carrying the symbol and the slogan could well be used throughout the store, but more especially in the home furnishings departments. The window signs and the interior price signs should, in a similar way carry the color scheme, symbol and slogan throughout the campaign.

It is an important part of every well organized campaign to include special promotions for the selling and service organizations. It would be advisable to have group meetings of all home furnishings salespeople to explain the purpose and development of the fall home furnishings opening. These meetings could be held either by the educational director or the sales promotion manager. Departmental meetings held by department heads will aid materially in giving all salespeople the knowledge of the unusual preparations. If any general publicity features are part of the drive, special arrangements should be made so that the selling and the service employees may inspect them.

With the campaign all made and agreed upon, the final part of the plan is the working schedule.

Too often a well-planned promotion fails to materialize in toto because a detailed working schedule is overlooked. It is naturally essential that the finishing of all component parts of this program be synchronized and the working plan of operation is a practical guarantee that they will be. All merchandise heads of home furnishing departments should be called together for the discussion of such a plan at least by August 1, and sooner, if possible. This will promote a thorough understanding of the plan and will provide for adequate preparation. The working plan can then follow with every function separately listed with the start and stop time noted.

The formation of a fall opening for home furnishings will naturally be developed to the size of the community. It may be small or it may be very comprehensive. In any event, the fall season affords a big opportunity for resultful promotion of home furnishings.



CAUGHT IN THE NEWS NET



A PASSENGER arriving in New York on Monday aboard the *Albert Ballin* was Ernst Heinrich of Heinrich & Co., Selb, Bavaria, the well known china manufacturers. Mr. Heinrich is here to confer with Wm. G. Mueller & Co., American representatives for the line, and to study the needs of the trade. He will remain for several months.

Miss Grace Webster, assistant to S. H. Slobodkin, New York representative for the W. S. George and Canonsburg potteries, leaves on Saturday for a two weeks' vacation which she will spend motoring through the Berkshires.

Harry A. Ross of Kopp Glass, Inc., Swissvale, Pa. was in New York on Tuesday in connection with business for his factory. He left here on Wednesday for Boston where he expects to make arrangements for a sales representative for the line in Boston and the New England territory.

Charles McElvoy, formerly with the Outlet Co., Providence, R. I., has recently resigned his position with this firm. He plans to enter business for himself in the near future.

R. E. L. Wells, sales manager for the importing house of N. Straus & Sons, Inc., left last Monday to attend the gift show at the Hotel Sherman, Chicago.

W. Meakin Taylor of the Percy N. Leyland, Inc. sales staff is now in Chicago taking charge of the Leyland concern's exhibit at the Eastern Manufacturers and Importers Exhibit being held at the Palmer House, in Room 792.

The newest acquisition to the staff of Lazarus & Rosenfeld, Inc., china and glassware importers, is Allan Rosenfeld, son of Julius Rosenfeld, head of the concern. He has just graduated from Peddie Institute, Hightstown, N. J., and entered upon his duties with the above concern on Monday, where he will work his way up from the bottom.

L. S. Owen, secretary of the Crockery Board of Trade, will be among the August vacationists. He will leave on the seventh with his golfing equipment for Lee, Mass., where he will put in two weeks in preparation for winning the prize in the September golf tournament.

William DeYoung Kay, vice president of N. Straus & Sons, Inc., is away enjoying a vacation at West Yarmouth, Mass. where he will remain there until the early part of August.

Eugene Blum, Chicago representative for Wm. G. Mueller, Inc., arrived in town last Friday to spend two or three weeks here in conference with the heads of the concern, and preparing his new fall sample lines.

Straus Enlarging Hotel Display Space

Extensive alterations are now under way at the show rooms of the importing firm of N. Straus & Sons, Inc., 119 Fifth Ave. The third floor of their building is now in the hands of painters and carpenters preparatory to this space being utilized for the hotel department of the firm who are moving up from the mezzanine floor. The plans are such that with the exception of the extreme rear which will be used for the hotel department offices and the front where the executive offices are now located the entire space will be given over to the display of their hotel line.

Displaying Lines at McAlpin

Two displays have been opened this week at the McAlpin Hotel by the Ideal Cut Glass Co., Canastota, N. Y. and the Hunt Glass Works, Corning, N. Y.

The Morecroft display which is in Room 362 and in charge of F. L. Morecroft is showing some beautiful new items of their already popular line in crystal and colors the patterns and cuttings of which surpass if such is possible anything they have yet shown. Their line of lamp bases is well worth a visit to their display alone.

In Room 363 may be found the Hunt Glass Works' line in charge of Harry S. Hunt. The first thing to catch the eye is their new rock crystal gold line. This consists of blown shapes in all types of articles. Besides the gold line there are also displayed the same items in green, blue and rose colorings. A particularly fine display of console sets and vases are also to be seen.

Eastern Manufacturers and Importers Issue Attractive Exhibit Booklet

An attractive 64-page booklet has been issued by the Eastern Manufacturers and Importers Exhibit describing the associations forthcoming exhibit at the Palmer House, Chicago, July 26th to August 7th inclusive. This is the first time the association has gotten out a booklet of this type.

The booklet contains a list of the exhibitors as well

as illustrations of many of the attractive lines which will be on display and has been mailed to the trade all over the country so that buyers will know what and where the lines are displayed.

Merchandise Show Opens

Opening Monday, July 26 and continuing until July 31, the Merchandise Show at the Commodore Hotel, which is being held under the auspices of the Consolidated Mfrs. Exhibit Corp., is well under way and offers a large and varied assortment of merchandise. Among the most important displays is that of Kovar's, Inc., whose New York showroom is located at 328 East 72 St., and which is under the personal supervision of Mr. Kovar. Here may be seen a most elaborate showing of Czecho Slovak gift items in hand painted and decorated wooden novelties, pepper and salt shakers, boxes, pin holders, etc. Each item is sold and packed separately in a special fancy Czecho decorated box. In tea sets, the Kovar concern is offering a most attractive service in a love bird green coloring with a brilliant red poppy decoration employed in a striking and most effective manner. A feature of this is that it may be retailed by the higher class shops at as low a figure as \$15.00 which allows for a handsome profit. Other items Mr. Kovar is showing are tea pots, water pitchers, vases, cake plates, tea tiles, ash trays, etc. One of the newest things he has is a line of book shelves all handsomely decorated that may be retailed at \$3.00.

Among the other displays of china, glassware and crockery are those of the Bee Bee Studio, Philadelphia, who are showing a varied line of decorated glass, Zuckerman & Liberman, New York, who have a line of dinner sets and other decorated ware. The Bavarian Artists, New York, have a display in ships models, while in gift items, lamps and lamp shades, J. Bibi & Sons, New York, Andrew Shade Co., Boston, Globe Art Mfg. Co., Newark, N. J., Parchment Shade Corp., New York, Rosita Studios, New York and others also have exhibits.

Macy School Graduates 40

Graduating exercises for forty students of the R. H. Macy & Co., Inc., New York, contingent school were held in the auditorium of the store on the sixteenth floor recently.

Percy S. Straus, vice president, presented the honor students with appropriate gifts. Dora Lieberman, of the time office, read an address of welcome, and the work of the school was sketched by A. S. Massell, supervisor of the school and a member of the New York City Board of Education.

Essays written by two honor students, Martha Adams, of the training department, and Betty Sternberg, of the comparison department, were read during the exercises. The title of Miss Sternberg's paper was "The History and Origin of Silk," and Miss Adams chose as her subject the need of liking one's job and of knowing it.

"I believe that there is less of working for the love of one's occupation in our country than in some other

countries" declared Miss Adams. "It has been written that the rug weavers in the Orient, the violin makers in Austria, the embroiderers of China and wood carvers of the Black Forest all look to their work as their life's pleasure.

"While happiness should be one requisite in choosing an occupation, there is another of equal or even greater importance—that of necessity. For instance, in railroad-ing the main duty is that of transporting passengers and freight. Selling is the business of commerce. It is given consideration by many people because it brings in immediate returns."

Mercer Pottery Open New York Office

After spending his vacation at Point Pleasant, N. J., George R. Nixon, New York representative for the Mercer Pottery Co., Trenton, N. J., has returned to town. His first move upon getting back was to open up an office and show room for the concern. He is now located in room 356 of the Fifth Avenue Building and is busily engaged lining up his samples and getting everything ship shape for the inspection of the trade anticipating all will be ready early in August. Mr. Nixon has been looking after the hotel ware business for his factory during the past six years and from now on will also take care of their dinnerware line in addition. His show room will display complete samples of Mercer ware in both of these lines.

Merchandise Managers to Meet

Program arrangements for the first annual convention of the Merchandise Managers' Group of the National Retail Dry Goods Association, to be held at Hotel Pennsylvania, New York, August 11 and 12, provide for meetings each afternoon and evening. There will be no sessions in the mornings, according to a statement by O. W. Knauth, R. H. Macy & Co., Inc., New York, chairman of the group.

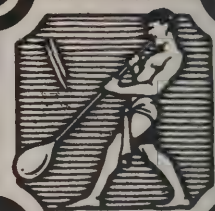
This plan will make it possible for the merchandise managers and buyers who come for the convention to spend the first half of the day in the wholesale market and in their New York offices attending to the regular business of fall buying. The sessions open each afternoon at 2:30 o'clock.

Mr. Knauth states that the four sessions of the convention will be highly specialized. The first will be devoted to consideration of problems in piece goods department merchandising. The second will consider women's apparel merchandising and probable fashion developments for fall. The third session will take up home furnishings and the final session will be devoted to men's clothing merchandising, general business conditions in the fall and the use of business statistics by merchandising executives.

As an example of the caliber of the speakers and the discussions they will lead, Mr. Knauth announces that the piece goods sessions on the opening afternoon will enlist the efforts of Joseph Mayer, R. H. Macy & Co., Inc., New York; F. W. Alfred, Gladding Dry Goods Company, Providence, and J. B. Swinney, Sanger Bros., Dallas, Texas, all merchandise managers of recognized authority.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Flint Glass Undergoes Usual Seasonal Slump —Fall Inquiries Fair

ACTIVITY in flint glass factories at this season has been reduced to the usual summer schedule, where the part time rule is prevailing in many instances. Current new business is reported to be more or less spotty, but some interest is being shown in the future market. Inquiries for fall merchandise are being received in fair volume, and some business has been and is now being placed on the order files for September and October delivery.

It is admitted, however, that the market for colored glassware continues good, and it is also said that this creation has gone a long way toward bolstering business. Reports from both retail and jobbing interests show a strong leaning toward colored lines, and while there is a movement in crystal goods, the bulk of the buying at retail has to do with the colored glassware lines.

Not much change in production schedules is expected to be noted before September, for at that time the usual fall demand appears and buyers are more interested in heavier stocks than at present. Some retail distributors have followed the hand-to-mouth policy for some months, according to their own statements, while other retail buyers have been interested mainly in merchandise that can be out over the counter at a popular price.

The annual wage conference at Atlantic City continues, and these sessions are expected to continue another week. Perhaps not all questions will be definitely determined at this sitting, and if not other sessions will be held at Pittsburgh a little later.

In the meantime factories are operating on the 1925-1926 scale.

Western Glass Co. Increases Stock

Announcement has been made that the capital stock of the Weston Glass Co., Weston, W. Va., has been increased from \$100,000 to \$250,000, the money to be used in factory extensions and also in the business. The increase was authorized by a resolution adopted by the board of directors of the company.

Indiana Firm Suspends Operations

The plant of the Co-operative Enterprise Glass Co., Corydon, Ind., has suspended operations for a period of six weeks. This factory was first erected at North Vernon, Ind., and after it was destroyed by fire was re-located at Corydon. The plant is the largest chimney factory in the Indiana belt, and the payroll for the first year of operation has been placed at over \$121,000.

Queen City Glass Co. to Expand

At a meeting of the officers and stockholders of the new Queen City Glass Co., held at Cumberland, Md., preliminary plans were outlined for the erection of a new factory. This company began operations at Cumberland some months ago in a remodeled property, and now it is proposed to make extensions.

Northwood Glass Co. Sold

After a series of delays, the plant, equipment and materials now on hand, of the H. Northwood Glass Co., Wheeling, W. Va., has been purchased by Robert Hazlett, president of the Dollar Savings & Trust Co., of Wheeling. The property was sold to the highest bidder at public auction. The Northwood factory has not been in operation for a long period of time, and it may follow that new interests will assume control and resume manufacturing a new line during the fall. The factory is one of the most widely known in the United States, and at one time enjoyed a wide clientele.

Perfect Glass Co. Resumes Operations

Following a two weeks idle period, operations have again been resumed at the factory of the Perfect Glass Co., Cameron, W. Va. The company is operating one continuous tank, and is producing a general line of tumblers, stemware, vases and other specialties. The factory is one of the newer plants to be established in the West Virginia territory.

Paden City Glassware in Good Demand

The line of colored glassware, as was introduced by the Paden City Glass Co., Paden City, W. Va., last January continued in excellent request, the distribution of the entire line being over a rather wide territory. This factory this year is also specializing on its new list of items for the hotel, soda fountain and home use. This latter line is being offered in both colored and crystal. In order to take care of an increased demand for its lines, the company has placed a new continuous tank in operation.

Heisey Says Glassware Is In Vogue

"We believe glassware is more in vogue than ever, and plenty of business is to be had if we work for it," declares T. C. Heisey of the A. H. Heisey & Co., of Newark, O. "It is our opinion the public is more interested in purchasing merchandise of a higher quality than in the past," he suggested.

Believes Home Sacrificed for Auto

Many retail distributors of glassware declare that the slow demand experienced this season is due in the main to the automobile. One distributor went on to relate that it was his opinion that there were some people who neglect their homes for the automobile, and that instead of keeping homes up as in former years, the home is being sacrificed for the automobile. "There are too many instances where the automobile owns people instead of people owning automobiles," another dealer put in.

Fair-Shaped Vases in Demand

Fan-shaped vases in popular colors have been in active movement, it is announced by Ira M. Clarke of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va. The vases are for the display of cut flowers, and are quite different from other vases, in that the water chamber is large enough to accommodate the stems of an ample supply of flowers without the usual crowding. Because of this fact the flowers last longer. The vases are to be had in three sizes, six, eight and 11-inches, and are being produced in amethyst, amber, green and blue colored glass, and also in crystal.

Ceramic Society to Meet in Philadelphia

The summer meeting of the American Ceramic Society

will be held at Philadelphia, Pa., this year, from Aug. 30th to and including Sept. 2. Reservations for 200 guests have been made at the Bellevue-Stratford. During this meeting, Wednesday, Sept. 1st will be known as Ceramic Day at the Sesqui-Centennial Exposition. Those identified with the glass industry in the Philadelphia district are to be named as members of the committee on arrangements for this session.

Sneath Glass Co. Featuring Glass Accessories

The Sneath Glass Co., Hartford City, Ind., is featuring this season a general line of glass accessories for kitchen cabinets and for kitchen use. Many of the items are assembled to make an individual set being containers for tea, coffee, salt, pepper and spices. Operations at this factory have continued throughout the year on a full time basis, with production schedules being maintained at full level.

Special Inducements In Close Outs

Buyers who have an eye out for special sales merchandise and close out items in china and glassware, will do well to pay a visit to the show room of Joseph H. Schwartz, 10 West 23rd St. This firm, prior to getting in Fall samples, is offering some very attractive items of the character that make good sellers.

Here's my Card—



IF you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?

Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

Make your advertising sell. Illustrate your goods. Tell the buyer what he can sell at a profit. Then you are getting something for the money you spend for advertising space.

Photo-Engraving
Illustrating
Photography
Advertising

ROBERT RAWSTHORNE CO.
Heeren Bldg.—8th & Penn—Pittsburgh, Pa.

Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw, 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.
Factory Representative E. B. Hill, Washington, Pa.		

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



U. S. Potters' Association to Pass on Brotherhood's Twenty-three "Propositions"

THE annual convention of the National Brotherhood of Operative Potters, recently concluded at Atlantic City, N. J., framed twenty-three "propositions" that have been referred to the United States Potters' Association, and the Association in turn to its Labor Committee of which W. E. Wells of the Homer Laughlin China Co., is chairman.

In two particular instances direct wage increases are being sought by the operatives, one having to do with kiln work and another with warehouse employment. The latter ask a direct advance of ten per cent in wages.

A meeting of the Labor Committee of the Association was held in the rooms of the Potters' Club at East Liverpool last Friday at which session the propositions were reviewed. It is this list of propositions that will go before the general wage conference, which is expected to be held within the next few weeks.

Manufacturers are happy in the thought that no possibility of any labor disturbance in the trade exists, now that the Brotherhood has made known the results of its deliberations at Atlantic City.

The official demands made upon the manufacturers, both in the semi-porcelain and china divisions of the trade are announced as follows:

1. That all firms use the ricket edge mould, or flared back top from the welt up, for casting, as used in Sebring, Ohio.

2. That where the Proctor Dryer Chain Stove Room is used that a price be established for taking the ware off the moulds, and that the finisher be paid by the firm if required to remain in the shop while the jiggerman is oiling or changing moulds.

3. That a committee of China Ware Manufacturers and jiggermen be appointed to work out suitable conditions as to the minimum number of moulds of each article a jiggerman shall be required to use.

4. That in all china ware potteries no ware smaller than four-inch plates shall be settered, and all setters, flint and sand shall be delivered to the most convenient place for the jiggerman.

5. That the making of all dishes and bakers by any method whatsoever, shall be under the control of the dish-making trade and all dishmakers shall have the preference of accepting any dish or baker job that is vacant. When a dishmaker is displaced by a dish jigger he shall have the first opportunity to follow his work to the jigger, but in case a dishmaker is not available the jiggerman shall be given the preference.

6. That the price for making dishes and bakers on dish machine shall be settled upon merit.

7. That the price for turning tulip tea and coffee cups shall be four and one-half cents per dozen.

8. That saggermakers be relieved of running out green saggars.

9. That a day wage rate for hand-made saggars be established.

10. That the hourly rate of wage for kilnmen when working day wage shall be \$1.00 per hour. The bench boss must be a kilnman and a member of the N. B. of O. P., and shall be paid at the rate of \$1.22½ per hour. The rate of pay apprentice kilnmen shall be as follows: First three months, 60 cents per hour; balance of first year 70 cents per hour; second year 85 cents per hour, and third year \$1.00 per hour.

All kilnmen shall start to work at 7 a. m.; quit at 9:30 a. m. for lunch; start at 10 a. m., work until 12 m.; start again at 1 p. m. and quit at 4 p. m. When required to work overtime the rate of pay shall be time and one-half.

11. That, in conference, some agreement shall be reached as to the amount of additional compensation due the kilnmen for placing double banjo saggars in the middle of glost kilns.

12. That extra compensation be granted the glost kilnmen at the Shenango Pottery Company, New Castle, Pa., for placing individual butters on the bottom of pin saggars when the saggars are pinned solid, and for placing extra bungs in the kiln by reason of the change made in reducing the size of the bags.

13. That the ratio for apprentice warehousemen shall be one apprentice to every eight journeymen, and that the apprentice be given the opportunity of learning the entire warehouse trade during his apprenticeship.

14. That warehousemen be granted a ten per cent increase in wages.

15. That committees be appointed to establish a wage scale for lining to include East Liverpool, O.; Wellsville, O.; Chester, W. Va.; and Newell, W. Va.; the scale of wages to be based on the prices now being paid by The Homer Laughlin China Company.

16. That an hourly wage rate be established for placing and drawing continuous decorating kilns.

17. That all clay workers and helpers, when ordered to oil moulds, shall be paid at the rate of pay known as and applying to clay ware making.

18. That clay workers be paid for carrying out when the green room is located an extra long distance from the workers bench. The amount of compensation to be paid clay workers for long carry to green room be determined in conference.

19. That committees be appointed to adopt a uniform size list based on block mould measurements.

20. That a new wage scale be issued for the china ware trade and all prices, working rules and conditions be embodied in same.

21. That when work is short, whatever work there is to be done shall be divided as equally as possible among the men.

22. That all workmen, whose wages and conditions are regulated by agreement between the United States Potters' Association and the National Brotherhood of Operative Potters, must be members of the National Brotherhood of Operative Potters.

23. That the sweeping and cleaning of all shops be done after working hours, and the unloading of dust-making clays shall be done before or after working hours.

Ornate Designs Succeed Old Patterns

"The old style border patterns in dinnerware except for formal uses is for the present dead, and only the most ornate and bizarre designs are having the call, with the strict admonishment from all our customers that the patterns must be handled in open stock."

Such is the opinion of "Jake" Gernsbacher, of the jobbing firm of that name at Ft. Worth, Texas. "This latter feature of handling this class of dinnerware in open stock makes it difficult, as it is practically impossible to keep up with the demand of the public, as it compels the manufacturers to buy something new all the time," he went on to say.

"It is our observation that the china and glassware business is changing with every moon—just as it does with women clothing.

"Colored glassware is still going strong, contrary to the opinion generally held a few years ago, when it was predicted that the line would be short lived. The better class of merchandise, however, is in strongest demand.

"The business outlook in Texas as we observe it is good, in fact extremely bright. The state is assured of bumper crops of farm products—all ready made and the balance is reasonably assured. Texas as a whole is sure of a big business year."

July Idle Period Over

With the July idle period over, so far as the generalware industry is concerned, plants hereabouts have resumed operations on schedules followed July 1st, when operations ceased. New business is admitted to be in rather slow receipt. Some fall orders are being received but this class of specifications is not heavy.

Numerous buyers are expected to be in the district during the next few weeks when a change in the present situation is expected to be noted. Stocks in the hands of the retail distributors are said to be moderately low, as the policy of many buyers so far this year has been to buy rather conservatively.

(Continued on page 22)

SPAR MINPRO

Means Uniform Quality

THERE is no departure from the quality which users of feldspar anticipate and must have to insure the excellence of their production.

The reputation of Minpro Feldspar for uniform quality and prompt deliveries makes it the premier spar for Potteries and Ceramic industries. The large supply available enables us to meet your requirements.

Test samples are convincing proof of Minpro purity. We will gladly furnish these and any information you desire.



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MINERALS, OXIDES
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ROESSLER & HASSLACHER CHEMICAL CO.

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New Orleans
Boston
Kansas City
San Francisco

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Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER

To keep cool and retain one's good humor John Wanamaker is offering some fine electric fans, ranging in price from \$5 to \$35 according to size. The smaller ones 6 inches, suitable for bedroom or small rooms and up to the largest size 10 inch oscillating model for large homes, offices, hotels or tea rooms, are in demand for bringing cool and refreshing breezes to the stifled and humid atmosphere of these rooms, during the intense heat of summer. In the lamp department beautiful Spanish type table lamps of exquisite design are being displayed at special price, \$12.50. These have the quaint rust finish bases and are of fine wrought iron construction. The shades of parchment are artistically decorated in appropriate design and are sold extra. The unit so characteristic in its entirety, might well have come from a Seville patio.

The New York market is alive to the necessity of featuring vacation needs, and the department stores have enticing sales of attractive merchandise for those who are expecting to take themselves away from the dusty and busy city. Camping outfits in the housefurnishing departments and the sporting goods sections, including paper goods and the small table accessories, spoons, forks and napkins, together with a showing of collapsible cups and vacuum bottles are attracting the expectant sojourner. These are also much sought, for boating outfits and bungalows, where the necessity of using easily disposed of table necessities is urgent.

Unique flower containers that brings a breadth of summer in their decidedly charming texture of fine glass are being shown by Lord & Taylor in an attractive window. Dainty glass pond lilies with a beautiful figure in the center, are attractive and artistic new designed flower holders. Lovely white china swans, in natural poses, are also enticing flower arrangers and look well with bright colored blooms, or interior decorations of an intense color tone. Bohemian glass receptacles also have their respective place on lovely old fashioned shelve-stands, while graceful vases and bowls of delicate glass in fine coloring unite in beautifying the display.

A seasonable and magnetic window featured by the Woolworth chain stores, shows lovely crackled glass plates in a beautiful blue and green color and lemonade glasses in plain white with an orange rim. These are displayed in an attractive arrangement, with the sippers, having the new style small glass lemon for stirring. Another window also in tune with the season, has a large assortment of picnic specialties; paper plates, napkins, waxed paper, paper, spoons, forks and drinking cups. This will appeal to the

vacationist, as well as the outing crowds, as the various items are easily carried, and are neat and sanitary. They are specially useful in causing no worry about breakage or returning after their duty has been performed. These specialties are sold at the popular Woolworth prices.

A most seasonable and delightful floral display is shown in a beautiful window decoration, by the Dennison Co., where paper flowers in all their glory hold forth in striking colors and graceful development. These flowers, cheating nature in their fine coloring, massed in huge bunches and single sprays covering the entire window, giving the passerby full advantage of every type of growing flower which nature produces, in accurate fashioning and color tones. When the price of natural flowers is prohibitive, these paper flowers are much in demand for decorative purposes or for private use in the home affording a most attractive adornment when used in the new glass and pottery containers for small tables, stands or dining table floral centerpiece.

Bridge lamps and wrought iron fernstands play an important part in the sale at Koch & Co. The bridge lamps are priced at \$3.95 and are of twisted cable pattern and stippled gold effect. The adjustable arm is heavy lattice-work brass and the shade of parchment is consistent with the decorative unit. The fine fern stands displayed are of heavy wrought iron, with copper bowl, at \$1.59 and they come in either black or green finishes. These are ornate stands with a practical use, and are much in demand for country or city homes in adding beauty to piazza or sun-parlor.



IF love lives through all life; and survives through all sorrow; and remains steadfast with us through all changes; and in all darkness of spirit burns brightly; and, if we die, deplores us forever, and loves still equally; and exists with the very last gasp and throb of the faithful bosom—whence it passes with the pure soul, beyond death; surely it shall be immortal! Though we who remain are separated from it, is it not ours in Heaven? If we love still those we lose, can we altogether lose those we love?—THACKERAY.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

China, Glass and Gift Association Holds Annual Meet At Hotel Sherman

THE annual meeting of the China, Glass & Gift Association was held at the Hotel Sherman last week, at which time officers for the year were elected. The new officers, who will take office September 2nd, 1926, for one year, are: W. C. Owen, president; E. W. Steinbeck, 1st vice-president; Howard Selden, 2nd vice-president; E. M. Meder, treasurer; and J. Stein, secretary.

The new Board of Directors chosen for the next term consist of the following: John Bowman, C. M. Cooper-smith, Walter Larsen, E. D. Leavitt, Ben Marcuse, W. Wilcox, Ira A. Jones, R. L. Reed and Harper J. Ransberg. F. B. Tinker and B. Reitman were retiring directors.

The question of consolidating the China, Glass & Gift Association with the Gift, Artwares & Novelties Association was discussed but no favorable action was taken.

Among those attending the meeting were the following: E. W. Steinbeck, W. J. Dooner, John Bowman, W. C. Owen, Mrs. E. D. Leavitt, H. L. Weinberg, Percy

M. Rose, J. A. Stein, Bert Rinkin, Meyer Marks, J. H. Smythe and Erwin Freyer

The semi-annual exhibit of the Eastern Manufacturers and Importers opened at the Palmer House for two weeks on Monday, July 26th, closing August 7th. Among the firms showing china and glass lines are the following: Ferdinand Bing & Co.'s Successors; Carbone, Inc.; Cassidy Company, Inc.; Ebeling & Reuss, A. J. Fondeville & Co., Fulper Pottery Company, Gudeman & Co., Haeger Potteries, Inc.; Charles Hall, Inc.; John J. Hines, Inc.; Koscherak Bros., Lazarus & Rosenfeld, Inc.; Percy N. Neyland, Inc.; Mogi, Momonoi & Co., Inc.; Pavel, Lindemann & Co., Inc.; Rehberger and Saul, Inc.; Fred C. Reimer Co., Inc.; E. R. Thieler and the Vineland Flint Glass Works.

The Garvey Furniture Co., 137 N. Wabash Ave., was recently incorporated with a capital stock of \$50,000 to buy, sell, manufacture and deal in metal and wooden furniture of all kinds. The company was formed by Anita Sloan, Myer H. Gladstone and James O. Garvey.

Erwin Freyer, representing Wm. R. Noe & Sons, has been displaying his line of lamps for the past two weeks at the Palmer House.

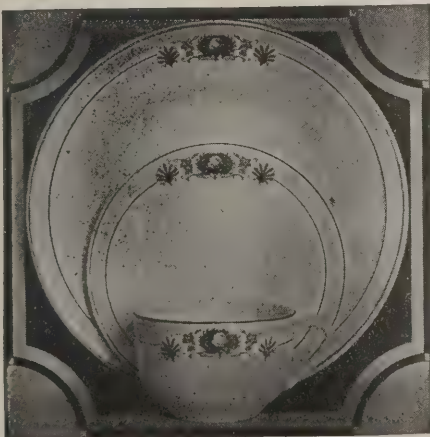
The Fields Furniture Co., 3145 Lincoln Ave., has been formed by Daniel Levy, Fannie Levy, Jack J. Joseph and Helen S. Joseph. The firm was incorporated with a capital stock of \$100,000 to buy, sell, manufacture and job furniture of all kinds.

The semi-annual sale of Colby furniture is being held by John A. Colby & Sons this week. A collection of early American, Directoire and imported lamps in French bronze with marble bases, is being offered during this sale at special prices.

Papers of incorporation were recently filed in Springfield, Ill., by the Huntley Furniture Industries, Inc., Huntley, Ill. The company was formed to manufacture and deal in house, store, office and other furniture, etc., by David Herman, John Stromske and Lee A. Weber.

Iced tea sets of glass, including pitcher and six tumblers, were offered by Carson, Pirie, Scott & Co. at \$1.75 per set this week. Other glass specials offered by this store included luncheon sets of six each of luncheon plates, goblets and sherbet glasses, of Early American design in green or amber at \$5 per set.

Ready for Shipment—



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Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

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AND WHERE TO
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Etchings, Cuttings and Iridescent. Phone Central 3497

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big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Marshal Field Chairman Is Sure Chicago Trade Will Hold Up

From the viewpoint of John G. Shedd, chairman of Marshall Field & Co., merchants, manufacturers and bankers have a clear track ahead for another six months of good times. July is seasonally a dull month, he said, but the change in weather conditions and higher temperatures improved trade nevertheless.

In June Chicago's State Street retail stores did the largest business in their history, Mr. Shedd says.

"I anticipate another half year of excellent business," Mr. Shedd declared. "The last half of the year should be marked by conservative and rational operations on the part of industries and mercantile corporations.

"With the exception of parts of Nebraska and the Dakotas where heat and drouth have reduced grain yields, the crops have progressed toward maturity with a promise of fairly good harvests. Except in spots, the cotton crop is doing very well, but in the next thirty days it goes through its crucial period, and no one can predict now what the yield will be. However, I look for a crop perhaps larger than is now forecast, as last year's total later was revised upward. A good many industries are now buying their supplies of cotton for the coming year.

"Textile industries are still in a depressed condition, but in most all other lines industrialists take an optimistic view of the situation, although they continue to work carefully.

"In all, I think business is in a healthy condition. Money is comfortable. I know of no weak spots in the financial structure. This is due to the conservatism which has been practiced."

Improvement in a variety of lines featured local business this week.

The furniture market reported a record opening attendance and the largest first week's business placed since

the market was organized, with no apparent let-down in the orders.

Building permits for the first nineteen days of the month showed a slight increase over the same period of 1925, the respective totals being \$14,266,740 and \$14,023,200. Figures of the County Recorder's Office indicate a better activity in the real estate market.

Retail store trade has shown the retarding effect of a hot spell, but is of fair volume for the season. The wholesale dry goods houses report increases in orders placed, current distribution and customers, with collections not quite so good. Local wholesale millinery houses are experiencing the best business in years.

Extremely hot weather last week served to slacken the consumptive demand for all the leading packing house products, with the result that the markets generally were somewhat slow and with an easier undertone. Trade in beef was typical of this tendency, the market being dull with dealing slow, while prices were generally on a steady basis. The cattle market for the week on the whole was about steady.

Smoked meats developed some easiness in sympathy with the other lines, but the movement showed a tendency to quicken at the lower price levels, though the general tone of the market remained rather quiet.

Fresh pork prices were easy and the market was considerably slowed up by the extreme weather conditions.

The future is shaped out of the past. Whatever one can do to live contentedly, without impatience and without fretting, will help one to live some future day in peace and joy. Be gentle and learn how to suffer. When one suffers patiently, one suffers less.—ANATOLE FRANCE.

Fall Lines Attracting Attention

Tips for Buyers Looking for the Latest in China and Glassware

New Samples from Liberty Works

New samples for the Fall trade from the Liberty Cut Glass Works, Egg Harbor City, N. J., are now being displayed at the salesrooms of their New York representatives, David L. and Chas. L. Wise, 10 West 23rd St. A feature of the display is the way the different items are shown. The Messrs. Wise, in order to assist buyers in making their selections, have special assortments made up and laid out separately on different tables. Deserving special mention is the new bamboo optic line of stemware in solid colors of green, amber and the new rosewood. This may be also had in two-tone effects. Then there is displayed an assortment of handled trays, cheese and crackers, bowls, etc., in black, tangerine and yellow with colored bands in contrasting colors with coin gold edges. This is particularly pleasing and may be retailed at an exceedingly low figure with a good margin of profit. Besides this there are several novel combinations in miscellaneous items in colored glass. Of special interest to cutters and decorators will be the announcement that the Wise firm is now in a position to supply them with blanks in pressed and blown stemware in colors and crystal.

New Fall Lines from Economy

New glassware from the Economy Glass Co., which should distinguish itself, as an active retailer has just put in an appearance at the salesroom of D. King Irwin, the factory's New York representative, 200 Fifth Ave. The lovely new Rose Marie color is a thing of beauty alone and when shown in such alluring things as a new shape in stemware, etc., it compels immediate attention. The new shape shows a straight sided optic, button stem goblet of excellent proportion and unusual grace of line. Other articles in the Rose Marie color but shown with a delightful etched floral border, which stands out in a charming lace effect on the rose-colored background are a cupped vase, cheese and cracker dish, sandwich tray, wafer tray, lily bowl, salad plates, etc. There are also new decorated lines such as a solid blue center with a gold lined border done in blocked effect—green center with black lined border and red with black border. These are shown in a full assortment of pieces for table service as well as puff boxes, etc. The shapes add much to their attractiveness. A new loop optic in stemware with a graduated four-sided button stem with crystal bowl and stems in contrasting colors is also destined to prove popular.

Roseville Pottery Shows New Deep Mixing Bowls

Recognizing woman's strong desire for a deep mixing bowl, the Roseville Pottery Co., Zanesville, O., with sales-

rooms at 18 West 23rd St., New York, has conceived of a mixing bowl with a deeper capacity than the ordinary bowl. This new bowl provides the necessary depth for properly and conveniently mixing salads, batter or other foods where there is a possibility of the ingredients oversplashing. The depth has been properly devised leaving the bowl shapely in appearance and still giving a larger capacity. There are two styles of these bowls, the "puddings" and the "deep mixing" in three sizes. The deep mixing comes in 6, 8 and 10-inch sizes, and the puddings 4, 6, 8-inch. These bowls are of a high art ivory glaze, with a grey outer band and two hair lines on either side of the outside of the bowl for decoration. Pitchers in 2 and 3-quart sizes of the same quality and design are also shown, giving a neat and high quality container to the up-to-date kitchen or pantry equipment.

Lazarus & Rosenfeld Offer New Fall Lines

Many new and interesting items for the fall trade are being offered by Lazarus & Rosenfeld, Inc., importers, samples of which are now on display at their show room, 98 Fifth Ave. Chief among the display is a brand new imported offering in ships models which are certain to prove exceedingly popular. The line consists of an assortment of over twenty models a feature of which is that they may be very profitably retailed by the dealer from \$10.00 up. Outstanding among them is a new sterling silver reproduction of the "Santa Maria" in an engraved finish. This is something entirely new. Besides the ship model line the Lazarus & Rosenfeld firm are displaying six new assortments in Italian pottery. These are in woven lace effects and are made up in flower pots, wall pockets, candlesticks and incidental pieces. The decoration is a flower and bird design in various colors. There is also a splendid assortment of highly cased colored Czecho-slovakian glassware. The line comprises vases, candy and powder boxes, baskets, etc., and is especially suitable for dollar and special sales.

New Things to Be Seen at Skelton's

Frederick Skelton, 200 Fifth Ave., representative in the New York market for the H. C. Fry Glass Co., Rochester, Pa., has just received new samples from this factory which are now to be seen at his showroom. These consist of a complete line of stemware in the new Rose coloring, also the new Waterford shape, with cut flutes and made in all colors. Besides they are displaying some new 14-inch aquarias which may be had in colors or crystal. Mr. Skelton is also showing a new iridescent line of stemware in various shapes from the factory of the Perfect Glass Co., Cameron, W. Va., for which he is New York representative, and from the factory of the Diamond Glass Ware Co., Indiana, Pa.

Pottery

(Continued from page 17)

Dinnerware and Glass Business Good

"Dinnerware business is satisfactory and glassware seems to be in considerable demand," reports George H. Mylkes, Burlington, Vt. "So far as our business in the New England territory is concerned at this time we find both lines moving out in a very satisfactory manner, with sales showing an increase in volume."

Ivory Body Bolsters Trade

Those dinnerware manufacturers who began to feature an ivory body early this year did something that helped to bolster trade, it was declared here this week. When the ivory body was shown in a rather generous way, many buyers were rather skeptical about the life of the "novelty" as some buyers put it, and initial orders were for rather limited quantities.

As time passed and first shipments were offered for sale at retail, the new body appeared to please, with the result today ivory body will continue to be in demand for some years to come.

"There is no use in denying the fact that ivory is here to stay," suggested John B. McDonald, sales manager for the Knowles, Taylor & Knowles Co. this week. "Our experience is that the something new the trade has been longing for has been created, and the change has been a good thing for business as we have found it. So far as our production of ivory is concerned, we are working our units to the limit, and not only are orders for current deliveries on this body good, but we are receiving considerable future business on this line.

"While we have to admit that the ivory body is selling well, this does not mean there is no demand for the white body. We find that while demand for the ivory body is growing, there is also that steadiness in the demand for whiteware in proportion."

Western Stoneware Co. Has New Line

A line of new art ware has just been created by the Western Stoneware Co., Monmouth, Ill., which also operates the Monmouth Pottery Co. The art line, however, is not to be placed on the market at this time, but will be stocked in time for holiday shipment. The company has issued a new catalogue describing this new line, and also showing its general line of stoneware specialties.

Clay Companies in \$1,000,000 Merger

Of interest to the generalware industry from a manufacturing angle is the reported merger of the Mandle Clay Co., St. Louis, Mo.; the Johnson-Porter Clay Co., Paris; and McKenzie, Tenn., and also the Cooley Ball and Sagger Clay Co., Hazel, Ky. It is said that the merger represents a deal valued at about \$1,000,000, and that the several interests will do a combined business of about that much annually. The clays produced by all of these companies are in general use by all manufacturers of both semi-porcelain and also china ware. The several interests

have representatives in this district, and it may follow that these selling agencies will be consolidated under one head a little later.

Says Deliveries Prompt This Year

"Deliveries of both dinnerware and glassware have been very prompt this year," observes E. A. Ernst with Burley & Co., Chicago, Ill., "and these prompt deliveries have helped the selling at retail very materially. We are preparing for fall and holiday business on a very substantial basis, as from the present outlook we have all confidence in doing so.

"Glassware is showing a splendid gain, and this I attribute to the improvement in the production of the manufacturers. The present condition of business is standard, in fact, business with us is showing very satisfactory results."

Potteries Insure Workers

Two industries of East Liverpool, O., both engaged in the manufacturing of pottery have adopted life insurance protection for their workers under the group plan. They are the D. E. McNicol Pottery Company and the C. C. Thompson Pottery Company.

Both the policies, which were placed through the Prudential Insurance Company of America, are of the contributory type, with the workers themselves paying a part of the premiums and the employing company assuming the remainder of the cost.

The policy covering the McNicol Company provides for insurance protection of \$1,000 to \$2500 for each of the workers, the amount being determined by the position held. It involves a total coverage of \$77,500 for 73 employees.

The Thompson policy is of the same type and provides for the same amounts for 139 employees, or a total coverage of \$152,500.

These two policies are among sixteen similar policies recently reported by the Prudential in various parts of the country.

Pottery Wage Conference, Aug. 11th

A meeting of the Labor Committee of the Potters' Association which convened at the Association headquarters at 10 o'clock the morning of July 23rd was adjourned to meet at the general offices of the Homer Laughlin China Co. where each of the foregoing propositions were discussed at length.

It may follow that during the wage conference, the manufacturers will present counter proposals, but so far no official text has been issued. The wage conference has been set for Aug. 11th and will be held at the Hotel Chalfonte, Atlantic City, N. J.

If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.—THOREAU.

Kopp Glass, Inc.

Successors to

Pittsburgh Lamp, Brass & Glass Co.'s

(Swissvale Plant)

Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
Uses



TRADE MARK

Kopp Railroad
and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

K. G. I. Aims to SATISFY

KOPP GLASS, Inc.

Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager

Westmoreland Glass Co.

Grapeville, Pa.



Manufacturers of
High Grade
Glassware Plain, Cut
and Decorated
For Gift Shops,
Florists and Table
Use

No. 555
Candy Jar

Representatives

NEW YORK	PHILADELPHIA
H. C. Gray Co., 200 Fifth Avenue	Fred Stott, 1007 Filbert Street
BOSTON	SAN FRANCISCO
H. P. & H. F. Hunt, 41 Pearl Street	Himmelstern Bros., 718 Mission Street
Traveling Representatives	LOS ANGELES
R. B. Reinbeck, 1422 E. Marquette Road CHICAGO	Himmelstern Bros., 643 S. Olive St.
R. A. Keel, 4039 Lincoln Avenue CHICAGO	SEATTLE, WASH.
	Himmelstern Bros., Terminal Sales Bldg.

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for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

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Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio 14 Kilns	Scio, Ohio 9 Kilns
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H 27 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO

Main Office and Factory
EASTERN REPRESENTATIVE
Herbert A. Wellington
Boston, Mass.

NEW YORK OFFICE 5 West 20th St. John L. Pasmanier & Sons Representative	CHICAGO OFFICE 348 Morrison Hotel Gordon A. Weese Representative
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How Salespeople Should Answer Phone

RECOGNIZING the fact that many store employees are not familiar with the right way of handling telephone conversations, the educational department of the Boston Store here has launched a store-wide telephone campaign which started with a conversation presented to the sales force in playlet form, with salespeople and instructors taking the various parts.

"With the aid of telephones, merchandise and a cashier's desk, the playlet proved very effective and met with great interest," states Miss Helen R. Ulrich, of the educational department of the store. "After the demonstration, each department was called up by our store service shoppers or members of the training department and each division received a rating, based on the results of the call.

"The following bulletin was then used as a follow-up message in the campaign and copies of it are now given to our new people in the course of instruction:

Cashier, very flippantly—Hello.

Customer—Is this the silk department?

Cashier, with a frown and a sharp tone: What?

Customer—I'd like to inquire about the prices of silk.

Cashier—Just a minute. (Calls in a high, shrill voice, without putting hand over mouthpiece.) Margaret!

Salesperson, questioningly—Hello?

Customer—I'd like to inquire about the silk—

Salesperson, irritably—I can't hear you.

Customer, with much effort—What kind of silk have you on sale today?

Salesperson, promptly—Taffeta.

Customer—What price in navy blue?

Salesperson—\$3.39 a yard.

Customer—How much will I need for a dress?

Salesperson—I couldn't say. Depends upon the size and style of the dress.

Customer, disappointed—Oh—then it wouldn't be safe to order by phone, I suppose. I thought I could have the material sent up and start to sew on it this afternoon. I wonder if I could speak to clerk 3006?

Salesperson, crisply—That isn't that department. You'll have to call men's furnishings department. (Bangs receiver.)

Customer, wearily—All right. (Waits a minute, then calls the store again.)

Operator—Boston Store.

Customer—Men's furnishings, please.

A salesperson, pleasantly—Hello.

Customer—Men's furnishings? I'd like to speak to clerk 3006.

Salesperson, calls, without covering mouthpiece—Oh, Bob!

Bob, genially—Yes?

Customer—Clerk 3006.

Bob—Yes, ma'am.

Customer—This is Mrs. Thomas. I bought a knitted tie for \$3.50 from you yesterday and today my husband discovered that it is unraveling at the end.

Bob—You bring it back and I'll see that you get a new one for it.

Customer—Thank you.

Bang!

THE RIGHT WAY

Look over the phone conversation at the left and see how many faults you can find with it from the standpoint of 100 per cent phone service. Then see in what respect the following is an improvement over it.

Cashier (in an agreeable but business-like tone of voice)—Silk department.

Customer—I want to ask about the taffeta that's on sale today.

Cashier—Oh, yes—just a moment, I'll call one of the salespeople. Puts hand over mouthpiece and calls in a low but carrying voice, "Mrs. Hughes." Then, as Mrs. Hughes approaches the cashier says, "This customer wants to know about the taffeta that's on sale."

Mrs. Hughes—Hello. The taffeta comes in all dark shades, madam, 40 inches wide at \$3.30 a yard. It is very soft and lustrous for dresses.

Customer—I'd like to get some for a dress, but I don't know how much.

Mrs. H.—Well, if it is to be a dress such as is being worn now and for spring, we sell about four and one-half yards, on the average.

Customer—If that's the case, I want four and one-half yards in a midnight blue. Charge it to Mrs. F. Holt, 363 North Avenue.

Mrs. H. repeats slowly and distinctly: "Mrs. F. Holt, H-O-L-T, 3-6-3 North Avenue." Near what street, please? Third? And is it an apartment? Oh, yes—upper flat. Thank you very much, Mrs. Holt. I know you will like it, as it is a very special value.

Customer—All right, you send it right out. I'd like to speak to 3006.

Mrs. H.—Just a moment, I'll connect you with men's furnishings.

Operator—Hello.

Mrs. H.—Connect this customer with men's furnishings, please. (Hangs up gently.)

A salesperson—Men's furnishings department."

Customer—I'd like to speak to 3006.

Salesperson—Just a moment, madam, I'll call him. Salesperson steps over to Bob who is waiting on a customer. "Pardon me, please, Bob, you're wanted at the phone."

Bob (courteously to his customer)—Will you pardon me just a moment, madam, while I answer the phone? You might be making your selection meanwhile. Steps to the phone. "Mr. Melvin, 3006, speaking."

Customer—This is Mrs. Holt. I bought a tie from you yesterday and today I notice it is beginning to unravel at the end. What shall I do about it?

Bob—Bring it in today or tomorrow, Mrs. Holt, and Mr. Hayes, our floorman, will be glad to take care of it.

Customer—Thank you.

Bob—You're entirely welcome, Mrs. Holt. Returns to waiting customer.

REPRESENTATIVES WANTED

WE have ten states open where we desire high class representatives. Only those who can furnish satisfactory reference and are familiar with the trade need apply. Give all information as to what lines are now carried in first letter.

BONITA ART GLASS COMPANY
HUNTINGTON,
WEST VA.

"NUROCK"

The most popular
BAKING AND
SERVING
WARE
made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and
Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct
and have a complete
stock of the famous
gold medallion and
Blue and White
Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. Chinatown New York

Here's a Present for Our Advertisers

As an exclusive service for its yearly advertisers the CROCKERY AND GLASS JOURNAL will mail each month a printed pamphlet containing a complete list of NEW BUSINESSES, FAILURES and BUSINESSES DISCONTINUED in the trade. This list, which is exclusively controlled by Demarest Publications, Inc., for publication in the china, glass, house-furnishing and lamp trades, will include every state in the Union.

NO EXTRA CHARGE FOR THIS SERVICE

The extraordinary part of this service is that it is furnished to our advertisers absolutely without cost and gives invaluable information that can not be obtained elsewhere.

IF YOU ARE NOT AN ADVERTISER

It would work to our mutual advantage to have your advertisement in the CROCKERY AND GLASS JOURNAL but you can obtain this valuable and exclusive service complete every month covering the entire United States for the nominal sum of \$50 a year. Single copies may be had for \$5.00.

Send your order now to the

CROCKERY AND GLASS JOURNAL

45 EAST 17th STREET

NEW YORK CITY



DID YOU EVER STROLL UP ~ FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

❧

OBITUARY

❧

John E. Plummer



Following an illness of several months John E. Plummer, one of the trade's old time and best known salesmen passed on at his home 395 St. Johns Place, Brooklyn, early last Thursday morning. He suffered a stroke which partially paralyzed one side on October 28th last but rallied from this so that

he was able to be about his home for some time after and in fact made one trip to New York later to visit his former associates in business at the concern of A. J. Fondeville & Co. About three or four months ago his condition became so much worse that he was confined to his bed the greater part of the time and for six weeks prior to his passing had to be kept under the influence of opiates most of the time to relieve his suffering after a subsequent stroke had rendered him practically helpless.

Mr. Plummer who was in his seventy-first year was born at Rochester, N. Y., where he received his education and early business training. He started his career as a boy as a printer's devil working at the printers' trade in Rochester before he came to New York in his early twenties.

Arriving here he secured his first position as a salesman for Daniel Taylor who was then representative for the Chelsea China Co., selling this line both in New York and on the road. He then became connected with Paroutavd & Watson, American agents for the French china line of J. Pouyat & Co. with which he was very successful traveling for the firm. He remained with this firm for several years. He also traveled for some time for Meakin & Ridgway. During the past few years he had been connected with Graham & Zenger, Percy N. Leyland, Inc., and A. J. Fondeville & Co., in fact he was with the last mentioned concern when he was taken ill.

Mr. Plummer was a most lovable character and made friends wherever he went. There was probably no more popular salesman on the road than he and his passing will be keenly felt by a wide circle of friends in the trade not only in New York but throughout the country.

He was exceedingly fond of all kinds of sports but found his greatest pleasure in yachting which had been a hobby with him for a number of years. He was a life member of the Nonpareil Rowing Club, Harlem River, N. Y. He also had been a member for years of the New York Canoe Club, Bayside, L. I. It was here that he kept his sailing yacht and where he spent all of the time he could spare from business in the summer. His greatest enjoyment was surrounding himself with his friends

(Continued on page 30)



**PROGRESSIVE IDEAS
ARE ESSENTIAL
IN MERCHANDISING**

We pass the fruits of our research in Japanese Goods to you.

Something new in China-ware, Bronzes, Potteries, Lamps, Lacquered Ware, Screens, Artificial Flowers, etc.

CALL OR WRITE FOR CATALOGUE

MOGI, MOMONOI & CO.
IMPORTERS OF JAPANESE GOODS
105-107 E. 16th St.
NEW YORK

Credit Men Will Discuss Installments

INSTALLMENT selling will come in for critical study at the annual convention of the Retail Credit Men's National Association, to be held at Los Angeles, August 10 to 13.

Secretary David J. Woodlock and the program committee have worked up a splendid assortment of topics of vital interest to credit executives. The program follows:

AUGUST 10

Report of president, Ralph W. Watson.

Report of secretary, D. J. Woodlock.

"The Credit Service Exchange Division—This Year and Next," J. R. Truesdale, secretary treasurer, Credit Service Exchange Division.

"Credit Sense," Samuel J. Crow, San Diego, Cal.

Report of finance committee, Sidney E. Blandford, chairman, manager Superior Finance Service, Boston, Mass.

Address, "New Wine—Old Bottles," E. Gamlen, credit manager, Frank Werner Shoe Company, San Francisco, Calif.

Address—"The Relation of the Volume of Accounts Receivable to Available Capital," by R. V. Chaffee, Ernst Kern Company, Detroit, Mich.

Open forum discussion.

Address—"Does a Lenient Policy That Results in a Low Percentage of Collections and a High Bad Debt Loss Result in an Increased Volume of Charge Business, and If So, Is the Increase Sufficient to Make Such a Policy Advisable?" George A. Lawo, credit manager, John Gerber Company, Memphis, Tenn.

Open forum discussion.

Address—"What Items Make Up the Cost of Operating a Credit Department and What Can Be Done Toward Standardizing Them? What Should the Cost of Operation Be, Figured in Percentages on the Volume of Credit Extended?" A. S. Jacobs, credit manager, Popular Dry Goods Company, El Paso, Tex.

Open forum discussion.

AUGUST 11

Group conferences all day, convening at 9:30 A. M.

CHAIRMEN

General chairman—Leopold L. Meyer.

Vice general chairman—M. Hart Dasteel, credit manager, the Emporium, San Francisco, Calif.

Group chairmen:

Department store group—A. J. Skidmore, Auerback Company, Salt Lake City, Utah.

Furniture group—L. M. Crosthwaite, Barker Brothers, Los Angeles, Calif.

Women's special group—Frank Batty, H. Liebes Company, San Francisco, Calif.

Public utilities group—William Murphy, Public Service Company, Denver, Col.

Men's clothing group—Olin D. Berry, Halls on the Square, Knoxville, Tenn.

Finance and banking group—J. R. Buchiganani, Liberty Bank and Trust Company, Memphis, Tenn.

Automobile and accessories group—T. A. Nickel, Hanna Motor Company, Birmingham, Ala.

Boot and shoe group—A. F. Kuhleman, Krupp & Tuffy, Houston, Tex.

Jewelry group—P. O. Greer, Freunds Jewelry Company, St. Louis, Mo.

The chairman of each group has prepared a definite program for his conference.

AUGUST 12

Address—"A Study of the Volume of Installment Credit and the Merchants Available Capital," secretary treasurer, R. A. Westberg, Westberg & Childs, Seattle, Wash.

Open forum discussion.

Address—"The Bank's Viewpoint of Installment Selling as It Affects a Merchant's Credit and the Thrift of the Public."

Open forum discussion.

Address—"A Study of the Relation of Installment Terms to Mark Up and of the Items of Expense Incident to Installment Selling." L. Michaels, Harris Department Stores, Pittsburgh, Pa.

Open forum discussion.

Report of nominating committee by LeRoy T. Pease, Ovington Brothers, New York City, chairman.

Address—"The Effect of Installment Selling on the Buying Power of the Public," by L. M. Crothwaite, credit manager, Barker Brothers, Los Angeles, director, R. C. M. N. A.

Open forum discussion.

Address—"The Place of the Finance Company in Retail Business," R. N. Clifton, Oakland, Calif.

Open forum discussion.

Report of committee on co-operation with N. A. C. M. by H. J. Taylor, chairman, credit manager, Franklin-Simon & Co., New York City, N. Y.

Report of legislative committee, by Steven A. Talkes, chairman manager A. R. C. M., Washington, D. C.

Address by Leonard B. Gary, district manager United States Department of Commerce, San Francisco, Calif.

Address—"Looking Forward," J. R. Hewitt, credit manager, the Hub, Baltimore, Md., director R. C. M. N. A.

Open forum discussion.

Election of officers and directors.

Inauguration of new officers.

Invitations for 1927 convention.

Meeting board of directors.

Fishin' Time

Get out your fishing tackle

That you laid away last fall.

The days are growing longer

And the trout and muskies call

So get your patent minnows

And your spinners and your flies,

And, ah! my honest fisherman,

Do not forget your lies.

Salespeople Ask for Data on Merchandise

Hutzler Bros. Store Arranges Weekly Meetings for Them—Buyers Explain and Answer Questions

IN response to the insistent demand of salespeople for great knowledge of the goods they have to sell, the Training Department of Hutzler Brothers Co., department store, Baltimore, has arranged to have weekly merchandise meetings in all of the selling departments.

These conferences, designed by the store's divisional merchandise managers to give salespeople a chance to talk over their merchandise with their buyer and among themselves, are held every Monday morning at 8:35. At the meetings, buyers will present new merchandise to those who sell in their departments, discussing informally such important particulars as style, color, line, design, pattern, print, weave, material, etc.

"Naturally buyers are better informed about merchandise than salespeople," one executive declared. "But in the past, they rarely, if ever, disseminated their ample information. Or, if at all, in a capricious, unmethodical way. It was usually up to the salesperson to originate all her own selling points by simply examining new goods as they came in. Such a system was pretty hard on inexperienced clerks. All that they had to draw on was their own native persuasiveness and imagination.

"Salespeople complained. They wanted to know more about their merchandise. And they wanted to be taught in the right way.

"The weekly meetings are an accession to the just demands of our sales force. The Training Department understands the rationality of a salesperson's desire to be equipped with as rich an array of selling points as possible. The more points, the more business; the more business, the more bonus.

EXTENSIVE PROGRAMS

Extensive programs have been devised for the meetings. There are many topics that will be taken up. In reference to new merchandise, for instance, there are numerous aspects that will be considered: style features, becomingness, quantity recommended, uses, quality, etc.

"Connections between new merchandise and allied goods (new or old) will be stressed. Merchandise advertised in the Sunday papers will be displayed and expounded. And emphasis will be laid on reduced and slow-moving merchandise.

"Take, for instance, style features. The buyer will explain one or two of them—the weave and design, say, of a certain kind of sweater. Then she will ask her salespeople to demonstrate the same characteristics as they would to a customer. Every salesperson will be given a chance to 'show her stuff.' Then there will be criticisms, 'swapping of ideas' and expressions of opinions as to which selling points are the best, and what are the best methods of putting them across.

"The top-notch salespersons in each department will be asked to cite instances from personal selling experience for the benefit of their younger, untutored sisters. Miss

"A," of Department 3½, whose bonus for January was \$35, will be requested to show the rest of us how she convinces a customer that a Peter Pan collar is becoming to an oval, youthful face, and not to a broad and mature one; and that a V-shaped collar is ideal for broad faces but not for long, thin ones. Miss "B" will then explain how she sells two pair of hose of the safe color instead of one by telling the customer that when one stocking wears out, its mate will not have to be discarded. Other salespeople will display their resourcefulness in naming all the possible uses of a single kind of goods. For example, Miss "C" may advise us that a scarf can be worn in straight Tuxedo fashion, thrown over the shoulder, tied at the side of the face or wrapped around the throat in mascot style. Or Miss "D" may give us tips as to the care, handling and laundering of merchandise.

"These meetings will surely prove bonus-builders. They will increase the effectiveness of every salesperson in the store. And they will knit the members of a department together. Remember, the meetings will not be formal. The teacher-pupil situation will not subsist. The gatherings will be chatty, flexible and pleasant. At then, salespeople will learn their signals for the game of selling."

Transportation Changing Retail Methods in N. W.

Charles N. Huston, editor of *Store Lore*, the employee publications of The Bush & Bull Company, Williamsport, Pa., has discovered "one kind of unavoidable markdown."

In writing about it, he points out that in the flood of writing by experts, near-experts and nothing-like-experts on this very important subject, one class of markdowns has been overlooked completely.

"The price changes on nearly all classes of goods has been ranging downward, not upward. Now how does this effect our markdowns? We have, for example, a line of a popular-priced article, sold by a number of competing stores. We sell it as close as we can at \$1.75. At the end of the season we have some sizes or pieces on hand, or, if it is not a seasonable article, we naturally, as good storekeepers, keep up a range of sizes. Now both the manufacturer and the retailer realize that a lowered price would mean more sales, and as raw materials lower in price the maker cuts his wholesale price to make a price of \$1.50 each, possible.

"Now comes what we call an unavoidable markdown. Even if we wanted to, it would not be policy to try to hold the \$1.75 price when all our competitors are having the article delivered to them at the low new price, so a markdown must be made from \$1.75 to \$1.50 of all goods in stock to correspond with the price on new goods coming in. How shall we avoid this so far as possible? It

(Continued on next page)

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

SALESMEN WANTED FOR POTTERY SPECIALTIES AS A SIDE LINE

A WELL-KNOWN manufacturer of pottery, lamps, candlesticks, wants salesmen to handle these products as a side line, selling to jobbers, the premium trade and large department stores. We believe this will be an excellent side line for right parties. Box 561, CROCKERY AND GLASS JOURNAL

(Continued from preceding page)

would not pay to starve size assortments just because a new and lower price was in prospect, for there is nothing so likely to send away to some other store the established customers as to have them feel the assortments in their particular size are not kept up. This is where the buyer can in many, though not all cases, equalize his loss on markdowns by calling in a few sizes as fill-ins in advance of shipment of regular stock and at the new wholesale price. By marking down at the old retail price, the size assortment is kept up and an average struck, so that when the complete line is in, the markdown is in a large part offset by the higher markup on the fill-in order. Of course, this is an operation that takes knowledge of market conditions, and it must be watched carefully so that the new price is put in effect simultaneously with the opening of the new season's selling.

John E. Plummer

(Continued from page 27)

on his boat where he spent many happy hours entertaining them.

He is survived by his wife and one brother, Charles Plummer, manager of the Shubert Theatre, Philadelphia.

An impressive Masonic funeral service was held at the Fairchild Funeral Chapel, Brooklyn, on Sunday evening at eight o'clock, while interment took place on Monday morning at Woodlawn Cemetery.

Among those in the trade who attended his funeral, were John J. Hines, of J. J. Hines, Inc.; Thos. Smallwood with Haviland & Abbot, and Mrs. Smallwood; John Leyland of Percy N. Leyland, Inc., Edward Reiwald and the Misses Anna McQuillen and Bella Sloan with A. J. Fondeville & Co.; J. K. Wilson with B. Tomby & Co. and Mrs. Wilson, and F. Calvin Demarest of the CROCKERY AND GLASS JOURNAL.

American Retailers to Meet August 2

The sixth semi-annual convention of the American Retailers' Association will be held in St. Louis at the Hotel Statler during the week of August 2.

The program of speakers follows:

"The Future of the Country Store," by John B. Garver of the Garver Brothers Company, Strasburg, O.

"How a Well-Organized Sales Force Increase Sales," by C. B. Partridge, vice president of the Kepler Company, Eau Claire, Wis.

"How to Increase the Average Sales," by H. R. La Towsky, manager of the merchants' service department, National Cash Register Company.

"Combating the Mail-Order Influence," by Mrs. M. J. Alderman of the Missouri Valley Stores Company, Marshall, Mo.

"Ideas Versus Inertia," by Mills Wellsford.

"How to Organize Against Consumer Credit Abuses," by E. B. Heller, of the M. & S. Clothing Co., and first vice president of the Retail Credit Men's National Association.

President L. G. Boone, Elkton, Ky., appointed the following nominating committee: Charles P. Ladd, chairman; Harold T. Jolly, Thomas R. Mara, C. H. Burnett, J. D. Curreathers and Albert Willman. This committee will present the following retailers for election to the association's board: Frank R. Becker, vice president, Diers Brothers Company, Scottsbluff, Neb.; Harry W. Brown, Brown Brothers, Stafford, Kan.; R. T. Harville, secretary, E. H. Conner Mercantile Company, Augusta, Ark.; A. A. Kuhne, Kuhne Brothers, Philadelphia, Miss.; Fred Van Allen, John D. Van Allen & Sons, Clinton, Ia.; Mose Newburger, Jasper, Ala.; Horce E. Tune, Tune Brothers, Terre Haute, Ind.; Julius Becker, Becker Mercantile Company, Springerville, Ariz., and John C. Ziegler, Louisiana Central Lumber Company, Clarks, La.

Buyers in New York

JULY 28, 1926

Wm. M. Jamieson, toys, house furnishings, Jamieson House Furnishing Co., Trinidad, Colo., 32 W. 35th St. (Jay & Co.).

J. Harth, china, house furnishings, toys, Pelletier Stores, Inc., Sioux City, Iowa, 128 W. 31st St. (Weill & Harmann).

PETER POTTER



PETER POTTER SAYS: Ya' can't tell a true salt by his uniform any more 'n you can tell a book by its cover. It takes an experienced eye to detect some of the reasonable priced glassware on sale these days from the more expensive glassware 'o bygone days.

Instalment Buying Adopted in Europe

Adoption of instalment methods in buying and the increasing use of automobiles were cited by Alfred O. Corbin, of F. J. Lisman & Co., as proof of the "penetration of the American mind" in Europe, which, he said, is doing more for post-war readjustment than anything else. Mr. Corbin, who has just returned from a trip through Europe, said in part:

"Mass production by European industries along American lines is contributing more to rehabilitation than can ever be achieved by Government edicts and pronouncements," Mr. Corbin declared. It is made possible by a constantly increasing consumer demand which has followed a revolution in thought throughout Europe. Everywhere people's lives have been vitally changed.

"Few persons in this country realize the growing use of the automobile in Europe. Before the war it was a toy of the wealthy, a luxury. Today everybody is following the American example of buying them on instalment payments. This is resulting in benefits in many directions. The constantly growing motoring public is demanding good roads, which will provide employment for industries and men. The widening travel zone of the general public is bound to promote trade. After a few years more of this sort of progress it will no longer be possible for a nation to remain isolated behind prohibitive tariff walls.

"People are buying and building better homes. They have taken up the radio by the thousands. The great hydroelectric developments in many parts of Europe represent not only an important industrial advance, but also a means by which hitherto unknown conveniences are being extended to a large part of the public.

"The people of Europe needed to learn how to spend. The use of credit, such as we have in this country, was almost unknown there a few years ago. Any one could give you a dozen reasons why mass production and selling on credit would not work in Europe. But it is working, and on a constantly enlarging scale, and in my opinion will result, over a period of the next twenty-five years, in one of the most important industrial transformations of modern times."

Mr. Corbin says the effect of Europe's trade awakening on American business and investments may be seen initially in the fact that capital will be needed in large amounts, and that there will be a heavy demand for goods. Despite England's position of natural domination in respect to Continental business, America will play an important part, he believes. The momentum gathered by American banking and business during and since the World War will carry this country a long way into the financing and development of foreign projects.

The problems attendant upon collapse of some of the paper currencies will be worked out, he said, but one of the first steps in this connection should be the abandonment of the existing legal restrictions to the export of capital.

"The crisis in France," Mr. Corbin asserted, "with the collapse of the franc, has been responsible for dumping French pig iron and coke in all parts of Europe, with the

result that prices have been depressed to the lowest levels in fifty years. French coke, for instance, can be bought in Vienna today for less than it costs to produce it in Vienna. Not since 1870 have prices been so low. These conditions cannot be remedied until stability is restored. Except perhaps in industries just getting their start, I would permit an absolutely free flow of trade. If American interests, with their advantage of long experience in mass production and great resources, cannot meet foreign competition, then it is time they learned how."

Trade at a Glance

(Reprinted from Bradstreets)

	Whole. and job. trade	Retail trade	Mfg. and industry	Collections
Boston	Quiet	Good	Quiet	Fair
Providence	Quiet	Fair	Fair	Slow
Philadelphia	Quiet	Fair	Fair	Slow
Buffalo	Quiet	Fair	Active	Slow
Chicago	Quiet	Good	Active	Fair
Louisville	Fair	Fair	Fair	Slow
Cincinnati	Quiet	Fair	Fair	Slow
Cleveland	Fair	Fair	Fair	Slow
Milwaukee	Fair	Fair	Fair	Slow
Indianapolis	Fair	Fair	Fair	Slow
Detroit	Fair	Fair	Fair	Fair
St. Louis	Fair	Fair	Active	Fair
St. Paul	Fair	Fair	Fair	Fair
St. Joseph	Fair	Fair	Fair	Fair
Des Moines	Fair	Fair	Fair	Slow
Kansas City	Fair	Fair	Fair	Fair
Sioux City	Fair	Fair	Fair	Slow
Duluth	Fair	Fair	Fair	Slow
Duluth	Fair	Fair	Active	Slow
Minneapolis	Quiet	Quiet	Fair	Slow
Sioux Falls	Fair	Fair	Fair	Slow
Omaha	Fair	Fair	Slow	Slow
Baltimore	Fair	Fair	Fair	Slow
Cumberland	Fair	Fair	Fair	Slow
Richmond	Fair	Fair	Fair	Slow
Atlanta	Fair	Fair	Fair	Fair
Birmingham	Fair	Fair	Active	Fair
Charleston, S. C.	Fair	Fair	Fair	Fair
Chattanooga	Fair	Fair	Fair	Fair
Greensboro	Slow	Slow	Fair	Slow
New Orleans	Fair	Fair	Fair	Fair
Nashville	Fair	Fair	Fair	Fair
Shreveport	Fair	Quiet	Quiet	Slow
Dallas	Fair	Fair	Fair	Slow
Galveston	Quiet	Fair	Fair	Slow
Houston	Fair	Fair	Fair	Fair
San Antonio	Fair	Fair	Slow	Slow
Fort Worth	Fair	Fair	Fair	Fair
Waco	Fair	Fair	Fair	Fair
Wichita Falls	Fair	Fair	Fair	Fair
Oklahoma City	Fair	Fair	Fair	Fair
Tulsa	Fair	Fair	Fair	Slow
San Francisco	Fair	Fair	Active	Fair
Los Angeles	Fair	Fair	Active	Fair
Salt Lake City	Quiet	Quiet	Fair	Good
Portland, Ore.	Fair	Fair	Fair	Slow
Spokane	Fair	Fair	Fair	Fair
Seattle	Fair	Fair	Fair	Fair
Butte	Fair	Fair	Fair	Fair
Galgary	Good	Fair	Quiet	Good
Edmonton	Fair	Fair	Quiet	Slow
Toronto	Fair	Good	Active	Fair
Winnipeg	Fair	Fair	Fair	Fair
Montreal	Fair	Good	Fair	Fair

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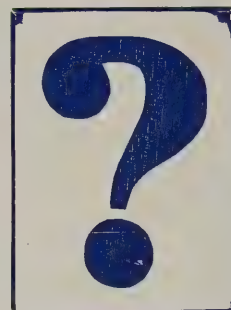
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Vol. 103

August 5, 1926

No. 5

AS THE EDITOR SEES IT

Don't Sue— Arbitrate

It is pretty well known that when business concerns fall out with each other, and cannot adjust their dispute, they can resort to arbitration in certain States that have arbitration laws, such as New York, New Jersey, Massachusetts and Oregon—*provided* both concerns are domiciled in the same State.

But when two parties desiring arbitration have their official homes in different States no such convenience has existed.

This condition has been remedied.

Congress passed and President Coolidge signed a Federal arbitration law, effective January 1, 1926. This permits business concerns having interstate relations to receive the benefits of arbitration.

Copies of the new law may be obtained, gratis, from the Arbitration Foundation, Inc., 65 Liberty Street, New York City.

Good Times Are Ahead

The usual seasonal slump among the flint glass factories is now in progress and as a consequence new business is spotty.

There is no cause for alarm in this. Business in all lines in general undergoes a falling off all over the country with the advent of hot weather and vacation time.

Fall merchandising inquiries are quite active according to retail and jobbing interests. Buying has been confined largely to hand to mouth and factory production schedules

will remain about the same until the first of September or thereabouts.

Colored glassware, ice teas, etc., are in good demand at present.

Summed up there is everything to indicate that good times are ahead for the trade.

Good Business Foreseen

"There is an unusual amount of uncertainty concerning the business outlook toward the end of the year, but judged by data now available, the changes favor a period of good business for several months," according to Dr. Lewis H. Haney, director of the New York University bureau of business research.

"While there has been a moderate recession in general business going on since March or even earlier, as is clearly indicated by the downward trend of bank debits, employment, building activity and activity in manufacturing industry in general, it cannot yet be said that business is bad. The general average is probably not more than 5 per cent under the peak and is not far from the level of a year ago. The setback has been very moderate.

"The more encouraging condition is the fact that no serious maladjustments in industry are to be found. Production is not generally excessive. In fact, curtailment during the recent months has reduced the supply of commodities to a point where it is in reasonable adjustment with demand and the long continued decline in prices has brought the value of commodities into better adjustment with purchasing power."

Who's Who Among the Buyers



Few men in the Crockery and Glass trade can boast a more eventful career than Sam J. Natkin, China and Glassware buyer for Mandel Bros., Chicago. Arriving in this country a poor boy and unable to speak the language he has by his own efforts become one of the leading buyers of China and Glassware in the country and today is President of The Glass, Pottery, Lamps and Housefurnishings Association.

SAM J. NATKIN, China and Glassware buyer for Mandel Bros., Chicago, has had one of the most interesting and spectacular careers, of any individual in the Crockery and Glassware trade in America and for that matter probably any other land.

Born in Petrograd, Russia, Sam remained in his native land until seventeen years of age and then immigrated to America and went direct to Chicago where he landed without funds or knowledge of the English language.

For one year Sam Natkin went about doing odd jobs and scratching out an existence as best he could. At the age of eighteen he secured a job with a small fair store on Cottage avenue at 37th street, Chicago. As he puts it: "The work was easy—from seven in the morning 'til ten o'clock at night with nothing to do until the next morning."

Reminiscing on those early days Mr. Natkin commented: "After a year I secured a position on State street as a clerk at \$6.00 a week. Within four months I was promoted to assistant buyer and within another four months was made buyer of china, glassware, house furnishings and lamps. I was connected with the Boston Store in a similar capacity for six years and with Hillman's three years while working for Pitkin & Brooks. After that I was connected with the Fair at State and Adams streets from 1907 until January 1st, 1923.

"Since that time I have been connected with Mandel Bros., in charge of china, glassware, artware and lamps. I am frank to admit that I am now in a position to earn more than the \$2.50 a week which I first earned when I started in business."

When asked what his hobbies were Mr. Natkin promptly replied:

"First—spending as much time as possible with my wonderful family. Second—complete devotion to my business and my first and last sport is love for motor-ing."

Concerning rules for success, Mr. Natkin suggested the following:

"First acquire a complete knowledge of your business. And then work, work and do work some more.

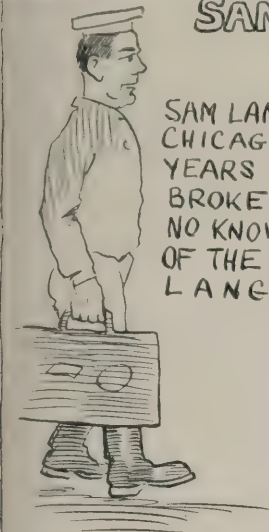
"I would divide 100 percent of buying and selling as follows:

"About 25 percent knowledge and experience, 5 percent system and 70 percent good hard work. Nothing avails if work is lacking. By work, I mean constant application of honest effort. The definition of merchandising in my judgment is giving the people what they want, when they want it, at the price they are willing to pay.

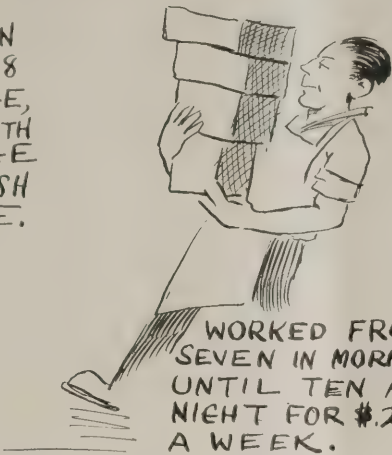
"In conducting a large department store I believe that $\frac{1}{3}$ of a man's time should be put on the buying and $\frac{2}{3}$ of the time on the selling. The things that count the most in the retail business are first, the volume of sales, next, turnover and profit. The fact remains that merchandise is worth all that it will bring, consistent with competition. But, do not imagine that you can get an exorbitant profit, as in most cases, your competitor is in a position to dictate your profits, unless you are able to obtain merchandise which is exclusive in your locality, which is not easy. The majority of buyers fear putting a sufficient gross profit on the cost.

"In referring to the above statement I reiterate that merchandise is worth all it can bring consistent with competition. One of the most important rules of the game for a buyer to learn and also one of the hardest and at the same time the shortest, is the simple word 'No.' More


SAM J. NATKIN, CHINA & GLASSWARE BUYER, MANDEL BROTHERS



SAM LANDED IN CHICAGO AT 18 YEARS OF AGE, BROKE AND WITH NO KNOWLEDGE OF THE ENGLISH LANGUAGE.



WORKED FROM SEVEN IN MORNING UNTIL TEN AT NIGHT FOR \$2.50 A WEEK.



TWO YEARS LATER FOUND HIM A FULL-FLEDGED BUYER. "WORK, WORK AND MORE WORK" IS HIS RULE FOR SUCCESS.

NORT. JACKSON—

operators get into trouble because they are unable to say 'No' than for any other reason. The pressure which is placed upon a buyer by a salesman is something tremendous. Most of them are skilled orators, and as years pass, quite a few of them become your personal friends. To these also, the buyer must learn to say 'No,' unless the merchandise offered is what he should buy.

"Respect the salesman or vendor who tries to sell you goods. His time is money and sometimes more valuable than yours. You can not buy of every manufacturer any more than every manufacturer can see every buyer, but you can be courteous to every salesman. Don't let the salesman waste any more time than is necessary but remember you need him just as badly as he needs you.

"The buyer who extends courtesy to salesmen gets the best things first hence he is always a jump ahead of his competitor."

Mr. Natkin stressed the importance of staying as long as possible in one position by saying:

"It is very important in my judgment for a buyer as well as for the benefit of the firm to remain in the same position for a number of years as that is the only way he can acquaint himself with the wants of that particular trade. In a large business, one often is compelled to buy large quantities and he can not take that risk unless he is thoroughly posted as to the wants of the particular patronage his firm enjoys. In our lines, most merchandise is purchased from three to twelve months in advance and it necessitates carrying a larger stock and necessarily entails a larger investment than other lines. For that reason, the profit must be larger in order to justify that investment.

"Needless to say that merchandise must be purchased from the original

source of supply, viz., the manufacturer, whether the product is made in America or abroad. The keen competition of today in the writer's judgment, compels the aforementioned sort of merchandising.

"Still another important rule for success, which may be overlooked, is the surrounding of oneself with an A-1 organization and the personal treatment of co-workers. Your assistants, heads of stock, sales people, stock men and packers, as well as office help should be treated as you would want to be treated yourself. You must have full cooperation of your employees. Unless you have you cannot be successful, regardless of how smart or how capable you are.

"This I have learned from personal experience."

Houghton & Dutton

The annual statement of the Houghton & Dutton Co., Boston department store for the year ended December 31, 1925, and filed with the Massachusetts Commissioner of Corporations, shows the following assets and liabilities:

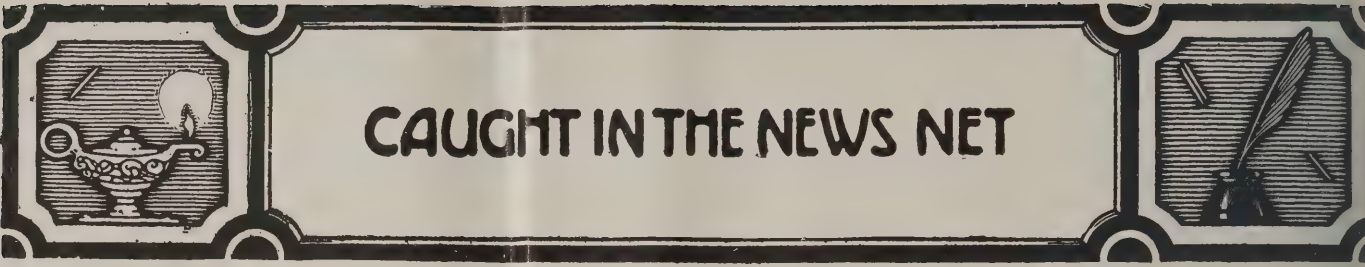
Assets—Real estate, \$101,935; machinery, furniture, fixtures and tools, \$116,704; automobiles, trucks and teams, \$15,239; merchandise, \$696,903; accounts receivable, \$500,424; cash, \$77,781; securities, \$767,735; household equity, \$33,865; deferred charges, \$85,873; total, \$2,486,559.

Liabilities—Preferred and common stock, \$1,388,000; mortgages, \$75,000; accounts payable, \$635,073; reserves, \$48,908; surplus, \$339,578; total, \$2,486,559.

Doctor Pollak, an Austrian scientist, has discovered the secret long sought by glassmakers—that of making glass that is flexible enough to be bent.

EDITOR'S NOTE

This is the fifth of a series of sketches dealing with the careers of prominent buyers, manufacturers and manufacturer's agents and importers of china and glassware that will appear in the CROCKERY AND GLASS JOURNAL. These articles will appear indefinitely and will give intimate accounts of the careers of men who are well-known to the trade.



CAUGHT IN THE NEWS NET

AMONG those returning on the *Cynthia*, which is scheduled to dock next Monday, will be George J. Higginson of Johnson Bros., New York office, 39 West 23rd St. Mr. Higginson has been in Europe for the past month or so visiting the firm's factory.

A. G. Renz, salesman for Herman C. Kupper, Inc., left last Saturday on a holiday which will keep him away for two weeks.

Robert E. McEldowney, sales manager of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., was a visitor in town this week. While here Mr. McEldowney consulted with the factory's New York representatives, Frederick Skelton, 200 Fifth Ave.

Joseph H. Schwartz, head of the firm of Joseph H. Schwartz, 10 West 23rd St., who is at present in Europe, is expected to return to headquarters very shortly. Upon Mr. Schwartz's arrival home, Henry Martinique, office manager for the firm, is planning to leave on an extended vacation trip. Mr. Martinique intends to tour through Eastern Canada and end his trip with a hunting expedition in Maine. In all he anticipates being away from his desk for five weeks.

J. C. Kelley, factory superintendent of the Cambridge Glass Co., Cambridge, O., spent several days in town this week consulting with O. C. Graham, New York representative for the factory. Mr. Kelley came here direct from Atlantic City, where he had been attending the wage conference. He left for home Tuesday night.

Peter Goetz, of Otto Goetz, Inc., is one of those who is eluding these hot summer days in the city. He is vacationing at Beach Lake, N. Y., expecting to be away for two weeks.

After enjoying a vacation at Orient, L. I., Miss Minna Hube, with Graham & Zenger, Inc., has returned to her duties with the above firm.

Another to return to headquarters after completing his vacation is W. F. Breunig. Mr. Breunig is back at his desk with Graham & Zenger after having spent two weeks at Schroon Lake.

Gilbert Pitcairn, of the Wm. S. Pitcairn Corp., arrived back in town last Monday, as brown as a berry, after his vacation at Lake Placid, where he enjoyed the opportunity of plenty of golfing and swimming.

N. E. Franklin, president of the National Council of American Importers & Traders, Inc., is expected to arrive from Europe on the *Berengaria* Friday morning. Mr. Franklin has been away for several weeks visiting the principal European centers. It is expected that he will have an important message for importers here on conditions abroad. The board of directors of the import organization will meet at the Hotel Astor, Thursday, August 12, to discuss various tariff matters. Mr. Franklin will preside at this conference which will be preceded by a luncheon.

William G. Mueller, formerly of Wm. G. Mueller, Inc., whose resignation as president of the concern is announced this week, expects to depart this week for a month's vacation in the Maine woods. He has fully recovered his health after a recent illness but wants to have a thorough rest before he gets into harness again.

Arthur J. Bennet, president of the Cambridge Glass Co., Cambridge, O., plans to leave his desk within the next several days for an extended visit to the mountains. Mr. Bennett's object is to "side step" the hay fever season and his plans are such that he will be away until about the first of October.

The many friends in the trade of W. C. McCartney, secretary of the Cambridge Glass Co., Cambridge, O., are extending their congratulations, the occasion being that Mr. McCartney recently became the proud father of a ten pound baby daughter.

Among the china and glassware buyers arriving in the market this week in quest of Fall merchandise for their departments were: Miss A. M. Gabel, of Halzheimer & Shaul, Amsterdam, N. Y.; J. B. Powrie, of Lebeck Bros., Nashville, Tenn.; J. A. Lewis, of Hager & Bro., Lancaster, Pa.; D. D. Gary, of J. Goldsmith & Sons, Memphis, Tenn., and the Messrs. Koster and Pollecheck, of Katz & Goldsmith, Braddock, Pa., and the Famous Co., of McKeesport, Pa., respectively.

W. Lease, china and housefurnishings buyer for P. Wiests's Sons, York, Pa., arrived in the New York market Tuesday on a buying trip.

Guy Robinson, of the Kinney & Levan Co., Cleveland, O., was a visitor in New York for a few days, prior to sailing for Europe Tuesday, on the *Aquitania*.

(Continued on page 13)

News Net

(Continued from page 12)

"Jack" Lynch, china and glassware buyer for T. Bacon & Sons, Louisville, Ky., is another buyer in the market this week. "Jack" recently blew himself to a new Buick and naturally being anxious to try his bus out motored to New York, arriving here enthusiastic over the car's performance.

Wm. G. Mueller's Resignation Announced

An important announcement was made by the china importing firm of William G. Mueller, Inc., 49-51 West 23rd St., New York, this week to the effect that on July 10 by mutual agreement, William G. Mueller had resigned as president of the corporation and disposed of his interest to the other stockholders in the concern.

For the present the business will be continued under the old name of William G. Mueller, Inc. In due time a change of name will be announced.

In connection with the announcement of the resignation of Mr. Mueller, the firm announces that Karl Lickhard, secretary of the concern, who has been associated with Mr. Mueller since he started the business, will hereafter be in complete charge.

Ernst Heinrich, of the well known German china factory of Heinrich & Co., Selb, Bavaria, arrived here last week with many new samples. He will soon make a trip through the country to study the latest developments in the trade and to acquaint himself with its requirements.

Equipped with their new sample lines the salesmen for the firm, Eugene Blum, Leon Fromkess and Gilbert Fromkess, have left on their fall trips.

Golfers to Play Westchester-Biltmore

Harold K. Satow has secured for the Pottery, Glass and Brass Golf Association the privileges of the Westchester-Biltmore course for Tuesday, August 17, where their next tournament will be held.

Trains should be taken from Grand Central Station, New York, New Haven and Hartford Road, for Rye; trains leaving at 9:10 A. M., 10:13 A. M., 12 Noon and 2:17 P. M., daylight saving time. At the Rye station the Westchester-Biltmore bus will meet trains. As the buses are for members of the club only, the person in charge may be informed, if necessary, that you are a guest of Mr. Satow in attendance at the tournament.

It will be appreciated if those expecting to attend will inform Mr. Satow at once, also the number of your guests, if any. He may be reached by telephone if desired, before 11 A. M., telephone, Schuyler 7048.

Chain Stores Report Gain

Sales for the first twenty-eight weeks of 1926 of the Jewel Tea Co. aggregated \$7,835,492, a gain of 5.2 per cent over the corresponding period of last year.

The F. & W. Grand 5-10-25-cent stores show sales for

July of \$789,114, compared with \$605,920 for July, 1925, a gain of 30.2 per cent. For the seven months' period the sales reached \$5,191,171, against \$3,856,731 last year.

Glass Wage Conferences End

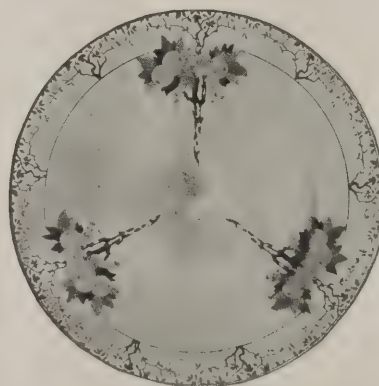
Agreements on wages and working hours in fifteen branches of the glass industry were reached at conferences between the American Flint Glass Works Union, and the Pressed and Blown Glass Manufacturers' Association of America which ended Wednesday at the Marlborough-Blenheim Hotel, Atlantic City, N. J.

In each department, wages and hours will continue as in the agreement adopted last year. The conference opened on July 21. E. J. Barry of Toledo represented the manufacturers and M. J. Gillyolly, also of Toledo, Vice President of the union, was Chairman of the Workers' Committee.

5 and 10 Cent Stores in Germany

The five-and-ten-cent store business has been introduced in Germany by the Leonhard Tietz Company, which has established two stores in Cologne to sell small merchandise at 25 and 50 pfennigs, the equivalent of 6 cents and 12 cents. The Tietz organization, which operates nineteen department stores in Germany, has established these stores as an experiment, after a study of Woolworth methods, it was said.

One of the Newest Patterns In Service Plates



Design No. 1147.

A delightful motif that will harmonize well in the decorative scheme of the present day country house. One of many new designs.

For Immediate Delivery

The Sendar Company

Specials in
Domestic
Dinnerware
and
Hotel China

35 West 23rd Street
New York



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



To Have Bargain Basement

THE recent announcement that the Kaufmann & Baer Co., Pittsburgh, proposed to add a bargain basement department to its present large store proved one of the most interesting developments in the local department store trade in months. This means that the store will have the largest department of the kind west of the Allegheny Mountains. The announcement came with the statement that the central power plant in the basement of the Henry W. Oliver office building, directly across Sixth Ave. from the Kaufmann & Baer store will remove its plant from the Oliver Building. The space in the Oliver Building is to be occupied by the Kaufmann & Baer Co., for its new bargain basement, there being two such lower floors, each floor having 50,000 square feet of space. In all 100,000 square feet of selling space will be used. Last year the store added two entire floors in its main store building. Plans for the new bargain basements are now being prepared. It is expected that the Kaufmann & Baer Co. will soon announce the personnel of its bargain basement buyers and managers, and with the opening of the two additional floors, the interest will take first rank as the largest department store between New York and Chicago. The growth of the Kaufmann & Baer Co. has been phenomenal. Its present store occupies about a quarter of an entire business square. It is also proposed to feature a china and glass department in the new basement space, it is said.

Business Feels Seasonal Lull

On account of the season, buying of flint glass lines is only nominal, manufacturers announced this week. Few buyers have been in the district, and little change in the situation is being looked for before the close of the month. Mail orders are in fair receipt, but volume is not heavy, it appearing that distributors are ordering only sufficient goods for current requirements. Factory production is being continued under summer schedules, and no change is to be made in this rule until the close of the month when the summer holiday period will close.

Factories Working on January Lines

While a number of factories will show some new items for fall and holiday shipments, all manufacturers are now at work on new lines which are intended to be featured during the January sales period here. Items that are to be shipped for the fall and holiday trade will be specialties, and additions to those lines already listed. Novelties of course predominate, and these will be featured in both colored and crystal, plain, decorated and cut, with light cuttings in the lead.

West to Represent Several Factories

The full lines of the Kopp Glass Co., Inc., Swissvale, Pa., the Ft. Pitt-Jeannette Glass Co., Jeannette, Pa., the Superior Manufacturing Co. and the Pittsburgh Lamp, Brass & Glass Co., are now being represented in the Pittsburgh district by Robert G. West, who for many years was the Pittsburgh district salesman for the Pittsburgh Lamp, Brass & Glass Co. Mr. West is maintaining his office in suite No. 604 Chamber of Commerce Building, Pittsburgh. The first two interests named are headed by executives who were formerly with the Pittsburgh Lamp, Brass & Glass Co., and both the Swissvale and Jeannette plants are now in the full production of a general line of lighting glassware lamps and fixtures for home and commercial purposes.

No Plans Announced for Northwood Factory

No official statement is being made at Wheeling, W. Va., as to the future plans having to do with the operation of the plant of the H. Northwood Co., which was purchased at court sale a fortnight ago by Robert Hazlett, representing certain financial interests at Wheeling. The suggestion has been made, however, that the plant will be placed in operation a little later, and that new lines be introduced other than that of lighting glassware, which line was formerly featured by the Northwood interests.

New Plant in Operation

The new plant of the Rawleigh Glass Co., Freeport, Ill., has been placed in active operation. The company is producing a general line of containers.

Remodeling Factory

Remodeling of the plant of the Oklahoma Glass Co., Ada, Okla., is announced by Secretary-Treasurer C. V. Gowing. Additional machinery is being installed, and extensions made to other parts of the factory, which is now in the production of a general line of lighting, globes, electrical goods and opal wares. With the factory improvements program finished, the company will maintain a larger production than ever before.

To Rebuild Factory

The Queen City Glass Co., Cumberland, Md., whose new plant was recently destroyed by fire, is now having plans prepared for a new factory, which is expected to be ready for operation within the next three months. The building the company started in business with was destroyed by fire within a few weeks after work began.

Glass Factory Activities

(Continued from page 14)

Increase in Capitalization

Word has been received by glass factory supply distributors here that the capital stock of the Three Rivers Glass Co., Three Rivers, Texas, has been increased from \$100,000 to \$150,000. The additional capital is to be used in factory extensions, it being said the company has been unable to take care of all business being offered under present manufacturing conditions. The factory is the largest producer of containers in the southern territory.

Report Steady Sales Volume

Marshall Field & Co., in their weekly review of the wholesale dry goods trade on July 30, say: "Current wholesale distribution of dry goods maintained approximately the same volume as a year ago during the corresponding week. Road sales showed a good increase both over last week and the same period last year.

"There were about the same number of customers in market as during the same week a year ago. Collections remained about the same as for the corresponding period last year."

Montgomery Ward to Open Branches

An experiment in super-mail-order salesmanship, designed, if successful, to add a large volume of trade to the business of Montgomery Ward & Co., has been announced by Theodore F. Merseles, President. The plan, it is ex-

pected, will virtually throw the company into the establishment of a chain store system with branches in a thousand or more country towns and villages.

The first step will be the opening of a merchandise display room on August 14 in Marysville, Kan. This will be followed immediately with the opening of similar establishments in five other country hamlets. The initial purpose is to effect a direct personal contact with the customer, which heretofore has never been attempted.

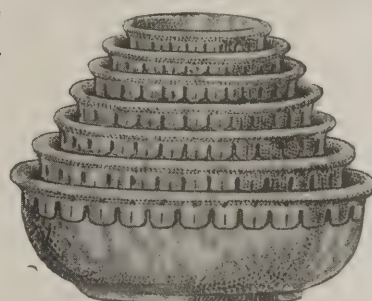
"This experiment may show a new way of extending our mail order business," said Mr. Merseles. "Certainly the opportunity to talk with our customers and get their criticisms will be of great benefit to our business and materially improve our service to our customers."

"NUROCK"

The most popular
BAKING AND
SERVING
WARE

made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York	Boston	Chicago
Paul Joseph,	Murt Wallace,	F. T. Renshaw
200 Fifth Avenue	157 Summer St.	30 E. Randolph St.
Philadelphia	San Francisco	Baltimore
Joseph Tomkinson,	Marsh & Kidd,	Harry T. Thomas & Co.,
1104 Arch St.	617 Mission St.	29 S. Hanover St.
Factory Representative		
E. B. Hill, Washington, Pa.		

The Duncan & Miller Glass Co.
Washington, Pa.

Would You Gag Your Salesmen?



Imagine this man sitting in a buyer's office while another representative was selling a competing line.

Foolish, isn't it, yet that in effect is just what is taking place when you print your company's name and slogan alongside a competitor's advertisement that is illustrated and tells the buyer something he wants to know.

Photo-
Engraving
Illustrating
Photography
Advertising

Rawsthorne illustrating service and advertising counsel is at your disposal. Send us the ware—we'll do the rest.

ROBERT RAWSTHORNE CO.

Heeren Building—Eighth & Penn—Pittsburgh, Pa.

PHONE ATLANTIC 4180



WHAT THE POTTERIES ARE DOING



Wage Conference Opens Next Week

THE Bi-ennial wage conference between the Labor Committee of the United States Potters' Association and one representing the National Brotherhood of Operative Potters, will open at the Hotel Chalfonte, Atlantic City, August 11. Twenty-three proposals suggested by the annual convention of the Brotherhood held recently at Atlantic City, are to be discussed. At a general meeting of the Potters' Association held July 29 at the Association headquarters here, every one of the propositions submitted by the Brotherhood were discussed at length, but a week before this gathering the Labor Committee of the Association held a special meeting at which time the proposals were also reviewed. Following its usual custom, the manufacturers left their cause entirely in the hands of their Labor Committee. In past years there has never been any question about the conference results obtained by the Labor Committee, season after season the work of the committee having been given the approval of the entire membership of the Association. During the Atlantic City conference, the Potters' Association will be represented by a committee composed of W. E. Wells, of the Homer Laughlin China Co., Newell, W. Va., chairman; Frank A. Sebring, of the Sebring Pottery Co., Sebring, O.; George C. Thompson, of the Thompson Pottery Co., East Liverpool; Homer J. Taylor, of The Knowles, Taylor & Knowles Co., East Liverpool; Harry D. Wintringer, of the Steubenville (O.) Pottery Co.; A. G. Dale, Trenton, N. J.; W. C. George, of the W. S. George Pottery Co., East Palestine, O.; Fred Sutterlin, Trenton, N. J.; Guy E. Crooks, of the Crooksville China Co., Crooksville, O.; F. G. Mellor, of the Shenango Pottery Co., New Castle, Pa.

The personnel of the group that will represent the Brotherhood at the conference will be composed of representatives of the various branches of the industry together with the executive officers, headed by John T. Wood, President of the Brotherhood. While there may be minor adjustments made in the new wage agreement, it is generally believed that the manufacturers will not agree to any advance in wages. Direct increases have been sought by warehousemen who seek a straight 10 per cent advance and by kilnmen, this increase varying according to length of service. The general condition existing in the generalware pottery industry at this time will not permit of any wage increases, it has been announced by some manufacturers, while others have said that "the present situation should be left alone." It is probable that the conference will continue over a period of three or four days.

Demand For Dinnerware Only Fair

While there has been some slight increase in the receipt of new business by the generalware manufacturers demand is not what it should be, especially from some classes of distributors, it was announced here this week. However, a spirit of optimism prevails regarding the future, and it is generally believed that a decided increase in orders will become a reality during September. The department store trade has not been at all active in the market this year, so far as buying of domestic dinnerware is concerned, while the reverse is declared to be true with reference to the syndicate trade, in fact the latter interests have been drawing rather heavily upon generalware production, especially from the larger producers. Jobbing interests have been buying dinnerware and white ware in nominal quantities. It appears that with so many improved highways leading from country districts into larger towns and cities that the country store distribution of dinnerware and white ware is more or less on the wane. Consumption of natural gas for kiln firing purposes is not up to former records, and this in itself is proof that the output of this district is not up to former standards. Some buyers have declared that the syndicate stores have "cut in" on the department stores, so far as the distribution of dinnerware is concerned, and that the time has come when the department stores will be compelled to protect their own interests and include in their dinnerware stocks the same class of merchandise that the large syndicate stores are featuring.

Predict Few New Shapes For 1927

From present indications, few if any new dinner shapes will be placed on the market next January. With 21 new shapes featured last January, and with the advent of the ivory body, manufacturers are of the opinion that the trade as a whole has had sufficient new shapes to consider for the time being. The situation a year ago was rather unusual, in that so many manufacturers were having new shapes designed. In fact it was not known definitely until December just how many new ones would be placed on the market, and when buyers arrived on the scene they were amazed at the number of new offerings.

The ivory body has been an active feature of the trade this year, and a number of new shapes are being shown in this body. The shapes being produced in white-ware are so well established now, that neither manufacturers or buyers are willing to supplant present shapes now selling so well, with new ones. There will be many new decorations offered for 1927, and these either have been selected or will be within the next month or so.

Like Starting a New Factory

"It was just like starting a new plant," declared Hugh McNicol, of the D. E. McNicol Pottery Co., of East Liverpool and Clarksburg, W. Va., referring to the converting of their Clarksburg plant into one for the production of vitrified hotel and restaurant china, and featuring a United States standard line of items. The Clarksburg factory is now in full operation and shipments of both plain white and decorated goods now going forward. It is the intention of this company to broaden its distributing territory, and from time to time additional sales agencies are expected to be established where the entire line may be displayed.

To Decide On Potters' Meeting

The Executive Committee of the United States Potters' Association will meet in special session probably early in October for the purpose of determining the time and place for the forty-eighth annual meeting of the group. During the last few years these meetings have been held in New York, although in former years sessions were held at Washington, D. C. It may follow that the decision this year will be to convene in New York, although no intimation has been made of time or place. It is quite likely, however, the meeting will be held in December.

George On Republican Ticket

Both manufacturing and operative potters in this district are interested in the election Tuesday, Aug. 10, of W. Campbell George, head of the W. S. George Pottery Co., East Palestine, O., as a member of the Ohio State Republican Central Committee. While Mr. George has always taken an active interest in Republican politics, this is the first time that he has ever allowed his name to be used on the ballot as a candidate for any office. The trade in both Columbiana, Carroll and Jefferson counties are backing Mr. George in this contest, and at this time his election seems assured.

Working On Normal Schedule

J. W. Irwin, manager of sales for the Edwin M. Knowles China Co., has returned to his desk following an eastern business trip. The two plants of this company are now being operated on practically a normal basis, their No. 2 factory at Chester, W. Va., working steadily upon the production of an ivory body, while their Newell factory is working practically full time on the production of their several shapes on a white body.

Sails For Europe

James M. Smith, president of the Shenango Pottery Co., New Castle, Pa., accompanied by his wife has left for a two months' European trip. Just prior to leaving New Castle for New York to sail, Mr. and Mrs. Smith were each presented with binoculars by the employees of the firm. The gifts were presented by Richard Owrey, employed as a caster.

SPAR MINPRO

Means Uniform Quality

THERE is no departure from the quality which users of feldspar anticipate and must have to insure the excellence of their production.

The reputation of Minpro Feldspar for uniform quality and prompt deliveries makes it the premier spar for Potteries and Ceramic industries. The large supply available enables us to meet your requirements.

Test samples are convincing proof of Minpro purity. We will gladly furnish these and any information you desire.



**CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE**

The
ROESSLER & HASSLACHER CHEMICAL CO.

709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore

New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton

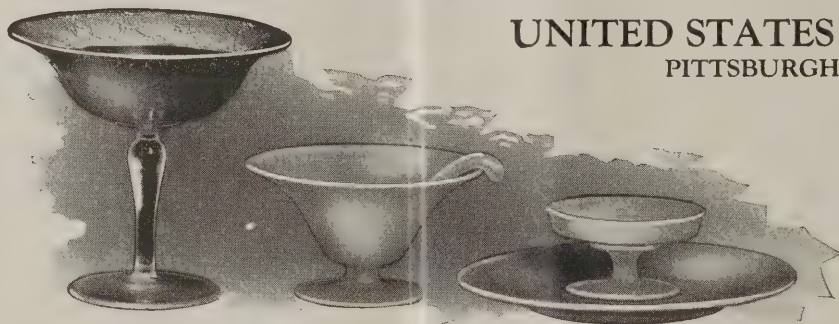


Catering to a National Institution— THE AMERICAN HOME

EVERY household is a market for glassware. Every home must constantly replenish its stock of glassware. Every home must sooner or later ring some dealer's cash register.

You, catering to the biggest single market in the world, the American home, will be in a position to reap the results of your foresight if you have stocked up with United States Glassware.

UNITED STATES GLASS CO.
PITTSBURGH, PA.



New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

Suggestions for Buyers in Metropolis

New York Showrooms Prepared With
New and Attractive Lines for Fall Trade

A Very Lovely Tea Set

Buyers are sure to be attracted to the new breakfast set as illustrated, and being shown by A. J. Fondeville & Co., 24 West 23rd St. This is in "Tuscan" English Bone China from the R. H. and S. L. Plant factory, for which they are the American agents. The plain shape is well proportioned, and is particularly set off to advantage in the



covered pieces with fancy fruit handles and knobs adorning the covers. The decoration is in excellent taste and very lovely indeed. The treatment is a robin's egg powder blue border, with fancy inserts at intervals with tropical bird and floral centers, in harmonizing colors. There is also a bird and floral center on the plates and other flat pieces, as well as on the inside of the cups. Besides breakfast sets, which may be had from stock, the concern also have the ware in open stock tea sets.

Things Worth Seeing at Goetz Salesroom

A visit to the showroom of Otto Goetz, Inc., importers, 122 Fifth Ave., discloses many items in Fall offerings. They are displaying a splendid selection in cake and berry sets which are certain to appeal at once to buyers looking for this kind of merchandise. The samples which have only just been received are in an open work lattice border effect and the decoration is in vari-colored floral designs. There are other items as well consisting of salads, roll trays, compotes, etc., in very pleasing color combinations. In lustre ware the Goetz firm is showing some striking items also in cake, berry and tea sets. Old rose, green and blue band treatments predominate in these and are exceedingly effective.

Rosaline Glassware Makes Its Bow

An addition to their new line of Fall offerings Graham & Zenger, Inc., 104 Fifth Ave., are now showing a line of their Rosaline glassware. This derives its name from the decoration which is that of a rose wreath and comes in a most delicate and effective coloring shading on the am-

ber. The line is one of their Pinetree importations and is procurable in all items.

Antique Reproductions in Glass

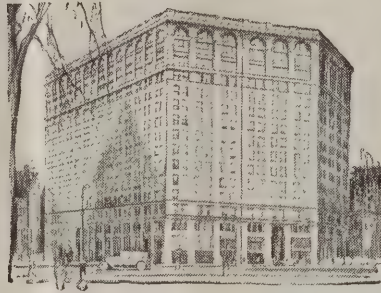
At the showroom of the Czecho-Slovak Glass Products Co., 48-50 East 34th St., one may find a most comprehensive and appealing display. Specializing as they do in reproductions of antique ware their line offers an assortment that can satisfy many demands in glass. Among their exhibit may be found a large and variable choice in flower vases, table glassware, compotes and urns. Worthy of special mention is a line of gold plates in ruby, blue and amber colorings with an etched design representing an old French coat-of-arms, together with a full service of glasses in similar markings with finger bowls and finger bowl plates. Compotes and tall liquor glasses are also included in the same run of colors. Other items in the display are egg shape covered powder bowls, 6 inches in height which allows for a puff, crystal ball, paper weights inside of which are different colored flowers, candle sticks, fruit bowls, decanter and wine glass sets, etc.

Attractive Breakfast and Tea Sets

Ferdinand Desmaison, American representative for the L. Bernardaud & Co., factory, Limoges, France, has every reason for being enthusiastic over new samples in breakfast and tea sets that have just been received and are now being shown at the concern's salesrooms, 61 West 23rd St. The sets are pure Chinese in both color and design and are so fascinating that they are without question certain to prove one of the most popular offerings from this well-known factory. Their color is a rich red Chinese lacquer. The designs, as stated above, are also Chinese in character and have been worked out in gold on most pleasing shapes. Besides this Mr. Desmaison is showing a beautiful line of service plates in new color combinations and decorations.

Cake Sets That Should Be Popular

Seven piece cake sets in two tone lustre decorations and salad sets of the same number of items also in two tone lustre with border and floral decorations are now being shown in Czecho-Slovak ware from their Victoria factory by the importing house of Lazarus and Rosenfeld, Inc., 98 Fifth Ave. These are to be had in twenty different patterns. The firm are also displaying some special sale offerings in the way of 100 piece dinner sets as well as some short lines. These are in border and spray decorations and come from the same factory.



***You can see the leading pottery lines
in one building***

The Fifth Avenue Building offers this great convenience to out-of-town buyers. Here you can see many of the leading glass and crockery lines. Here, in one building, you can select your stock for the entire season. This centralization of buying opportunities combined with the unusual convenience of location brings to The Fifth Avenue Building the great bulk of out-of-town buyers.

Two elevated lines are within two blocks. There is a subway entrance in the building. Also two restaurants. Convenient to rail and steamship terminals. Close to leading hotels and theatres. Surface lines and busses pass the door.

**THE FIFTH AVENUE
BUILDING**

Broadway and Fifth Avenue,
at Madison Square, New York

"More than an office building"

DIRECTORY

Merchants and Manufacturers of Pottery, Glass and Chinaware in The Fifth Avenue Building

China and Earthenware		Room No.			Room No.
American Clay Products Company.....	214		Coshocton Glass Corporation, The.....	319	
Fraunfelter China Company.....	1175		Diamond Glassware Company.....	614	
Gaertner, Rudolf	1167		Duncan & Miller Glass Company, The.....	232	
Gray Company, Horace C.....	310		Economy Glass Company.....	317	
Hull Pottery Company, A. E.....	214		Enterprise Glass Company.....	319	
Iroquois China Company.....	317		Fenton Art Glass Company.....	310	
Jackson Vitrified China Company.....	319		Fischer Cut Glass Company.....	319	
Knowles, Taylor & Knowles Company....	614		Fry Glass Company, H. C. (Oven Glass)...	614	
Lowry Pottery Company, F. S.....	319		Hazel-Atlas Glass Company.....	415	
Mayer China Company.....	614		Heisey & Company, A. H.....	358	
McIlvain & Company, W. G.....	615		Hull Pottery Company, A. E.....	214	
Nagoya Seitoshu, Ltd.....	512		Indiana Glass Company.....	310	
National China Company.....	317		Jefferson Glass Company.....	356	
Salem China Company.....	Ground Floor		Jenkins Glass Company, D. C.....	206	
Sherwood Brothers Company.....	614		Jennings Silver Company, Inc.....	511	
Skelton, Frederick	614		Joseph, Paul	232	
Smith Ceramic Studios, Inc.....	1112		Libbey Glass Manufacturing Company....	258	
Southern Potteries, Inc.....	310		Lotus Glass Company, The.....	208	
Steubenville Pottery Company.....	615		Marion Glass Manufacturing Company, The	310	
Taylor, C. H.....	208		Marsden Glass Works, Inc., J. E.....	1000	
Vail and Young.....	319		McIlvain & Company, Wm. G.....	615	
Weller Company, The S. A.....	208		McKee Glass Company.....	206	
West End Pottery Company.....	310		Mound City Glass Company.....	206	
Zanesville Stoneware Company.....	615		New Cumberland Glass Company.....	319	
Illuminating Glassware			New Martinsville Glass Manufacturing Co.	614	
Gill Glass Company.....	513		Omega Cut Tumbler Works.....	615	
Gleason-Tiebout Glass Company.....	1419		Paden City Glass Company.....	317	
Jefferson Glass Company.....	356		Phillips Glass Company.....	310	
Opalux Company, The.....	1419		Schmidt, Wm. H.....	256	
Glassware			Skelton, Frederick	614	
Beaver Valley Glass Company.....	614		Smith Ceramic Studios, Inc.....	1112	
Belmont Tumbler Company, The.....	319		Sterling Glass Company.....	310	
Borchert Company, The A. C.....	615		Stewart Glass Company, The.....	319	
Brisbois, Inc., Victor.....	208		Swindell Brothers	1260	
Cederborg Company, N. O.....	310		Utility Glass Works.....	614	
Co-operative Flint Glass Company.....	310		Vail and Young.....	319	
			West End Pottery Company.....	310	
			Westmoreland Glass Company.....	310	

What the Potteries Are Doing

(Continued from page 16)

Mackey to Concentrate on Western Territory

William H. Mackey, sales manager for Smith-Phillips China Co., who has been covering the eastern and western territory, will now devote his attention to the western trade exclusively, and plans to leave for the west within a few days.

Pope to Sell For Poxton Factory

Announcement has been made that Bently Pope, formerly of this city, and a brother of William Pope, general superintendent of the Summit China Co., Akron, O., has joined the selling force of the Poxton Pottery Co., at Los Angeles, Calif. Mr. Pope has been residing on the coast for several years, and is a son of the late I. Bently Pope, who for some years, was engaged in the pottery business at Trenton, N. J., and also in East Liverpool.

Domestic Situation Sound, Says Guaranty Survey

Business enters the latter half of the year with the domestic situation in general sounder than was anticipated six months ago, according to the survey published by the Guaranty Trust Company of New York.

"It will be recalled that at that time a good deal of uncertainty was apparent regarding the probable trend of affairs beyond the early part of the year," the survey continues. "It is now possible to look forward to the remaining of 1926 with a considerably greater degree of confidence.

"Perhaps the most important development of the half year bearing on the general business outlook was the change in the course of stock prices. The upward movement of values and feverish speculative activity which were in full swing at the end of 1925 culminated in a moderate and orderly recession which had none of the aspects of panic or depression usually associated with a major reversal of trend, and which has given away to renewed strength in the last two months. An even more important consideration is that the boom psychology subsided without having communicated itself, as it has usually done in the past, to commodity markets in general.

"Developments in most of the leading branches of industry and trade have been reassuring. The iron and steel industry, by moderate curtailment of output, has achieved a reasonably close balance between production and consumption. Building activity continues very large, but has given some signs of moderation and of a less speculative character than it exhibited a year ago. The automobile industry has maintained a higher level of output and sales than appeared to be possible at the beginning of the season, and neither operating schedules nor price levels indicate any weakening of confidence on the part of manufacturers. All these industries have maintained a volume of output materially larger than that of the first half of 1925."

Brown to Open Showroom

C. R. C. Brown, formerly of Brown & Reddrop and the Sunshine Cut Glass Co., Cleveland, O., after a few months rest since he severed his connection with the above concerns will get back into the business again.

On August 1 he will open an office and salesroom at 143 The Arcade, Cleveland, where he will specialize in china glassware and lamps for the gift shop trade.

Association Elects Two New Members

At a meeting of the Board of Management of the Pottery, Glass and Brass Salesmens' Association held on Tuesday, John J. Hagan with the Wm. S. Pitcairn Corp., and Lawrence C. D. Eckman with the O'Gorman Publishing Co., were elected to membership.

The death claims of Arthur A. Bean and John E. Plummer were also ordered paid.

Duties on Centennial Goods

Many of the inquiries at the office of the financial agent, New York City, relate to the duties on goods to be sent to the Philadelphia Exhibition. Last week, for instance, a gentleman called who stated that he was a representative of one of the largest manufacturers of china in Paris, and had been instructed to inquire whether the usual duties would have to be paid on goods sent for display at the Exhibition. He was at once informed that Congress had disposed of that question long ago by enacting a law which exempts all such goods from the usual duties, but with the proviso that when the goods were sold the customs would have to be paid. Apropos of this it is proper to observe that the question whether the sale of goods at the Exposition (outside of the mere knickknacks) is to be allowed beyond the limit set to it at the Paris and Vienna Expositions is still under consideration. There is no doubt however, that many purchases of goods that have been exhibited will be made in this country when the world's fair is once over.



WE have a debt to every great heart, to every fine genius; to those who have put life and fortune on the cast of an act of justice; to those who have added new sciences; to those who have refined life by elegant pursuits. 'Tis the fine souls who serve us, and not what is called fine society. Fine society is only a self protection against the vulgarities of the street and the tavern. EMERSON.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

THE Eastern Manufacturers & Importers have decided to hold a gift show in Boston during the third week in March at the Statler Hotel and at Cincinnati during the first week in April at the Hotel Sinton. Their Chicago show will close this week and the next show here is to be held January 31st at the Palmer House, at which time if the new addition of the hotel is completed the entire seventh floor will be reserved for exhibits. The Eastern Manufacturers & Importers Exhibit has advanced rapidly during the two years of its existence and will in the near future incorporate under the laws of the state of New York.

A general meeting of the Glass, Pottery, Lamps and Housefurnishings Association was held Wednesday, July 28, at the Hamilton Club. It was decided at this meeting to hold a Golf Tournament at noon, August 10, at the Glencoe Country Club. The minutes of the last meeting were read and reports of the secretary and the Auditor were given. The motion was adopted that an audit be taken each year in July. The following were admitted

to membership: A. Weese, Crooksville China Co.'s new representative here; W. C. Owen, direct factory representative; and Rudolph H. Soukup, of Helm & Soukup.

H. L. Hientzelman, president and general manager of the Monongah Glass Co., visited his local representative, F. T. Renshaw, last week.

H. M. Kelly, glass broker of St. Louis, was a visitor in this market this week. Mr. Kelly is sailing for Spain for an extensive trip through that country during the latter part of August.

Mr. Davis, of the Peters Cut Glass Co., Minneapolis, Minn., was a recent visitor in Chicago.

F. T. Renshaw, local factory representative, is taking a two weeks' vacation in Minneapolis and surrounding territory.

The entire sales force of the Ira A. Jones Co., direct factory representatives, is in Chicago for the Fifth Annual Chicago Gift Show, which opened Monday of this week.

The Fifth Annual Chicago Gift Show, under the direction of the Gifts, Art Wares and Novelties Association, opened at the Hotel Sherman Monday, August 2, and will run through August 7. Nearly 275 rooms on three floors were filled with displays and an attendance of about 2,000 is expected before the week is over.

Charles Jumanville, of the Squeeze Ezy Mop Co., New Orleans, La., called on the local trade last week.

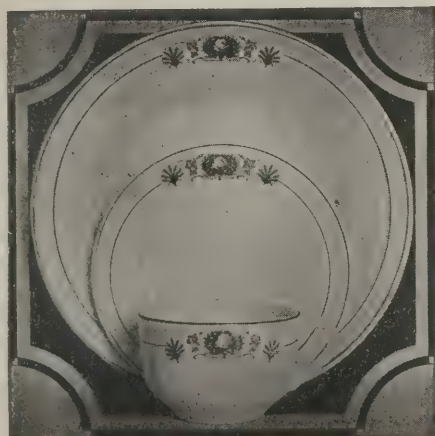
A. P. McPherson, Secretary and sales manager of the Dresden Pottery Co., East Liverpool, O., was a recent visitor here.

F. I. Simmers, president and sales manager of the Hall China Co., East Liverpool, O., passed through Chicago on his return from an extended trip in California.

O. Phillipps, local representative of the Albright China Co., Carrolton, O., drove through the East with his family during the week, combining business with pleasure.

Homer Henderson, of Miller & Payne, department store of Lincoln, Neb., visited the local market Monday of this week.

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No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

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A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings Phone
and Iridescent. Central 3497

EARL W. NEWTON AND ASSOCIATES

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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

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Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. National Glass Novelty Co.
Susquehanna Cut Glass Burke Studios

THE SEBRING POTTERY CO.

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CHAS. L. SEBRING, President

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FURNITURE MART

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*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

Chicago News—Continued

Albert Royce, president of the Susquehanna Cut Glass Co., Columbia, Pa., was a visitor last week at the local sample room of Ira A. Jones Co.

E. W. Wilson, of the Ira A. Jones Co., is again at his desk after an extensive vacation trip in Alaska. He declared that he thoroughly enjoyed his vacation and that Alaska was a wonderful country.

Miss Della Wolf, secretary of Earl W. Newton, local factory representative, was married to Paul Lange during her recent vacation.

Opportune Visits of American Salesmen in British Malaya

British Malayan territory is being canvassed by American salesmen in increasing numbers, according to Vice Consul Richard Ford, Penang, Straits Settlements, declares *Commerce Reports*. In view of the prosperity resulting from recent excellent export prices, Malaya offers at present an exceptionally profitable field in many lines, with excellent prospects for the future. Sales in prepared foodstuffs, motor cars, certain household electrical lines, and hardware are particularly good.

The campaign to "Buy British Goods" although felt in some lines, in most instances is not believed to be decisive. Because of the predominance of small Chinese traders, British Malaya is essentially a price field. Price, before quality or nationality, it is believed, will continue to hold first consideration of most Malayan buyers.

Sears, Roebuck Open Atlanta Store

Sears, Roebuck & Co., opened August 2, its \$3,000,000 Southeastern branch, a mail order and retail store, here Monday morning, August 2, according to announcement by L. H. Beall, general manager of the Atlanta house.

Nearly 250 carloads of merchandise have arrived, most of which is already placed in stock, representing an investment of over \$1,000,000.

The building is the largest commercial establishment in Atlanta, or the Southeast, and is nine stories in height, with a tower running up to thirteen stories.

The firm will employ 1,000 help. A feature of the company's Atlanta building is that its site contains 13½ acres, 10 of which have been prepared for automobile parking space, accommodating about 1,200 cars—free. If in the future, their business warrants it, the surplus space will be utilized for additional units, similar to the present structure, which is made of brick, concrete and steel. It is the most modern business building in the South.

Albert Pick, Barth & Co. to Change Capital Structure

Directors of Albert Pick, Barth & Co., Inc., have recommended in a letter to stockholders the simplification of the company's capital structure by eliminating in its entirety the Class "B" stock. A special meeting of the stockholders has been called for August 14 at Baltimore for the purpose of acting upon resolutions to carry out the plan, which involves amending the certificate of incorporation.

The company has an authorized Class "B" preferred stock, consisting of five series, each of 60,000 shares, which are issuable after August 15th, 1926, in exchange for Class "A" preferred shares in the order of deposit for that purpose, the first 60,000 Class "A" shares so deposited being exchangeable for Series 1 or Class "B," the second 60,000 for Series 2, etc. The Class "A" shares are entitled to a cumulative dividend, of \$175; shares of Class "B" are entitled initially to the same amount of dividend irrespective of the series, and after payment of 50c per share on the common stock, are entitled to additional dividends varying from 75c additional (or an aggregate of \$2.50) on Series 1, to 25c additional (or an aggregate of \$2) on Series 5, the balance of the dividends for the year being payable to the common stockholders. Redemption prices on the various series range from \$40 on Series 1 to \$30 on Series 5, this last being the redemption price on the present Class "A" preferred.



Entrance
to Palace
of Arts

PHILADELPHIA SECTION

Many Beautiful Pottery and Glassware Displays at Exposition



The
Tower
of Light

The firm of Wright, Tyndale & Van Roden, 1212 Chestnut St., one of Philadelphia's exclusive china and glass stores, has been reorganized. The Wright interests have been taken over by Frank Van Roden and his sons. Frank Van Roden is President, Clarence Van Roden, Vice-president and J. Ramsey Van Roden, Secretary and Treasurer. The firm was organized in 1884 and took over the business of Steel Brothers at that time, who had been established many years previous. The firm will still retain the store at 1212 Chestnut St., which is in the heart of Philadelphia's shopping district, and will continue to operate under the same name.

Herbert Wellington, traveler for the Crooksville China Co., was in the city last week calling on the trade.

James and Henry Payne, of the Dunbar Flint Glass Corp., Dunbar, W. Va., stopped in this city last week to see their factory representative, John Nixon. They spent only one day here, the afternoon of which was spent at the Sesqui, where they were inspecting the many beautiful American and Foreign exhibits of Pottery and Glassware.

William Tickell, formerly of the Edwin M. Knowles China Co., and now connected with Smith-Phillips China Co., spent a few days of last week in this city.

Arthur Litt, buyer of Litt's China and Glass department, left last Friday for the Berkshire Mountains, where he will spend a two weeks' vacation.

A good many of the local agents and wholesale houses, as well as many others from all parts of the country, are preparing for the semi-annual Art and Gift Shop Show, which will open at the Adelphia Hotel on August 30 to continue to September 4. They are all looking forward to a very good business.

John F. Lane, Philadelphia agent for the Federal Glass Co., has a very appropriate and attractive line in amber and iridescent and crackled glass at a very popular price. He is very much elated over the big success that it is meeting with in the trade.

With industry in Philadelphia operating on a basis of about 50 per cent more encouragement is given to the immediate outlook for business there. While there has been a recession from the estimated activity of a month ago

observers are of the opinion that production has now fallen as low as it can and that from now on there should be an improvement.

Continuance of unseasonable weather was a disappointment to many lines during the past week. However, taking into consideration that the business done under the stress of adverse weather conditions might be construed as the bottom of the market retail merchants can now do naught but look for a distinct betterment when the weather grows warmer.

Jobbers of woolens, silk and cotton piece goods found business slow. Men's clothing is also quiet, due to the approach of the end of the season. Clothing contractors are doing very little. The shoe trade is quiet. Furniture dealers said business showed a slight improvement as compared with a week ago with good prospects for the balance of the month. Cigar manufacturers and wholesale tobacco dealers are active. Increase in pleasure automobile traffic partly due to the opening of the Sesqui-Centennial Exposition and presence of delegates to conventions being held in connection with the fair, is responsible for active demand for tires, rubber goods, gasoline and motor oil. Electrical goods and radio sales are increasing.

In financial circles a promising indication was the enlarged demand for commercial credits. One was for use in the near future and others were for immediate needs. Bankers said there was no indication of a sizable let-down in business and many were inclined to regard prevailing views of recessions as unsupported by facts. The fact that business men continue to pay heavy taxes, indicate, it was said, that were business at black as it is reported in some quarters such payments would not be possible. The financial spokesmen asserted that the outlook was encouraging.

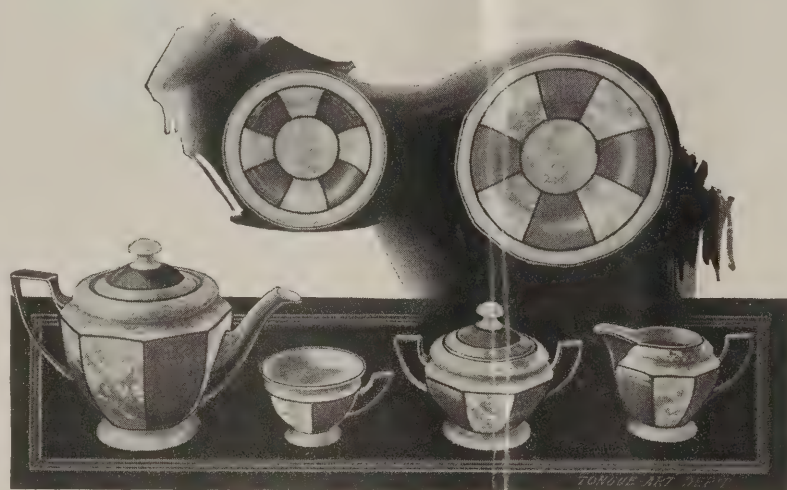


NOVELTY FISH AQUARIUMS

No. 106 B
Oval Aquarium with
Black Glass Stand
Holds 3 Quarts

Ask for Circular
Showing Full Line
Black Glass Stands and
Iron Stands

GILLINDER & SONS, Inc.
Tacony Philadelphia



Tea Sets of Delicate Color and Odd Shape

We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts.

Philadelphia, Pa.

WILLIAM C. BYRNES

Burd Bldg., Philadelphia, Pa.

Representing

CENTRAL GLASS WORKS

Makers of
Fine Glassware
Since 1863



Two Tone Stemware
Pleasing Color
Combinations
in
Old Rose, Green and
Amber

Complete Assortment of Lunch Trays,
Cheese and Crackers, Candy Jars, etc.

A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware
at Attractive Prices

HARRY M. BORTZ

REPRESENTING

TRADE MARK

HEISEY'S GLASSWARE

FOR YOUR TABLE

FOR HOME



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Philadelphia

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JOSEPH TOMKINSON

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FOSTORIA GLASS CO.

DUNCAN & MILLER GLASS CO.

DRESDEN POTTERY CO.

Fostoria complete glass dinnerware colored and crystal plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glassware colored and crystal.

Dresden Pottery Co., the new Apollo shape with many attractive decorations.

JOHN F. LANE

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty

Colored Stemware

Pekoe Glow, Burgundy, Green, Blue and Amber on foot and stem. Have above line in New Rose Cutting on spiral optic.

Paul L. Larson

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Representing

HOCKING GLASS CO.

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Crystal and Decorated Glassware

FRED STOTT, Successor

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PEACOCK AND ROOP

1007 Filbert St.

Representing

Economy Glass Co.

Indiana Glass Co.

D. C. Jenkins Glass Co.

Westmoreland Glass Co.

Space Saver Dish Co.

Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colored Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.

JOHN A. NIXON

906 Filbert St.,

Philadelphia

Representing Leading Lines of Pressed and Blown Table Glassware and Pottery

Cambridge Glass Co.

Dunbar Flint Glass Co.

N. O. Cederborg Co.

Susquehanna Cut Glass Co.

Zanesville Stoneware Co.

Glassware and Pottery in Popular Colors with Gold and Iridescent Effects—Commercially Priced for Dept. Stores, Gift Shops and Jewellers

UNITED STATES GLASS CO.

705 Vandam Bldg.,

N. W. Corner 10th and Market Sts.

Philadelphia

*Complete Line
Pressed and Blown Glassware
Lamps and Novelties*

J. A. HEMPLE

Sales Representative

Sears, Roebuck to Open New Philadelphia Store

A Chicago dispatch carries an announcement by C. M. Kittle, president of Sears, Roebuck & Co., that that corporation has purchased three and a quarter acres of ground at 64th and Market streets to erect there a two-story retail store. This will be the second Sears, Roebuck establishment in Philadelphia, as a retail department was inaugurated some months ago in their large mail-order building on the Roosevelt Boulevard.

However, the new location will be more accessible to the shipping public. Sears, Roebuck & Co., it was announced, now operate retail stores in Philadelphia, Kansas City, Dallas, Seattle, Evansville, Ind., three in Chicago and one will be opened in Atlanta next week.

Receivers Appointed for Lippincott Glass Co.

On July 21 S. G. Phillips and H. M. Adams were appointed by the Superior Court receivers for the Lippincott Glass Co., Alexandria, Ind.

They are not yet fully advised as to assets and liabilities of the company, but hope to have a complete inventory of the company's affairs within the next ten to fifteen days.

Slow collections and slackening of orders were the cause of the concern's financial difficulty, but the receivers are hopeful to find affairs such that will permit them to rapidly correct the trouble so that business can be safely resumed without loss to either creditors or the company.

8,000 Flint Glass Workers Renew Wage Agreement

The pressware and the engravers' branches of the American Flint Glass Workers' Union have renewed their wage agreements with employers, it was announced at Atlantic City last week during a conference between the union leaders, representing 8,000 workers and officials of the National Association of Manufacturers of Pressed and Blown Glassware, in the Marlborough-Blenheim Hotel.

The conference opened July 21 and will continue until about August 6. Two other of the fifteen branches of the industry have already renewed the wage agreements also. They are the punch tumblers and stemware group, and the chimney department. Discussion of the machine press branch agreement is now under way.

W. P. Clarke, of Toledo, Ohio, president of the union, declared today that he expected all agreements will be renewed, as conditions in the industry do not warrant increased wages at this time.

E. J. Barry, of Toledo, Ohio, heads the manufacturers.

Hazel-Atlas Glass Income

The Hazel-Atlas Glass Company reports for the quarter ended June 26 last a net income of \$666,962, which is equal to \$1.44 a share on its outstanding stock. Gross income was \$1,432,728. Taxes, depreciation, etc., were \$560,113, and interest was \$13,820.

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

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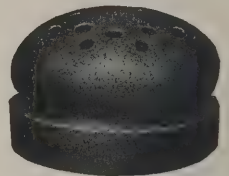
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BLACK
—
STRONG



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NO OUTSIDE
THREADS TO
GATHER DIRT



No. 116



A Distinctive American Product



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Sold Thruout the World

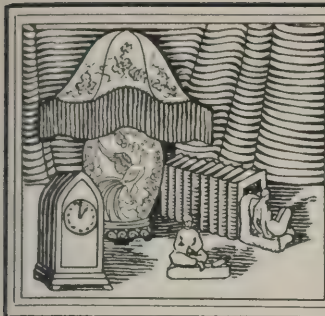
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Catalogue in Colors.

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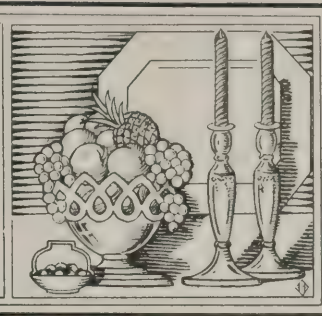
FENTON ART GLASS CO.

Williamstown, W. Va.
U. S. A.





EVERY DAY A GIFT DAY



Every progressive industry is seeking a road which terminates in success. Many business enterprises have trodden the long and tedious path of an uphill road to achievement. Gift Shop merchandising seems to have taken a short cut if we may judge from the rapid progress it has made toward success in the short time of its life. Not so very long ago this industry had its inception in a small New England village, by a group of natives who worked out handicraft in pottery and other wares, hoping to bring communities something in art and worth while gifts which would be helpful to trades in supplying

them with tokens suitable for anniversaries and special occasions. Little by little this handicraft gained recognition and from this nucleus developed the Gift Shop of today.

There are several obvious reasons why the Gift Shop has reached its ambitions so quickly. The primary reason is, that the steadfast principle of these shops has been to inspire an appreciation of art through artistically developed merchandise, desiring to stimulate handicrafts in every sense, setting apart its wares as something more

(Continued on page 33)



The Corner Shop on the seventh floor of the R. H. Macy Store, New York, where many beautiful gifts are sold.

Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

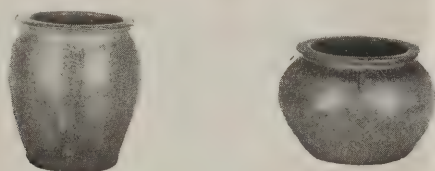
By BEATRICE MILLER WISNER

Five Little Vases

With the gentle breath of summer comes a realization of nature's gifts. The little peeping flowerheads turn up their noses to the blue sky as though to say, "We are here." Taking note of the full value of summertime



blossoms, there must of necessity be found a flower container worthy of their delicate beauty. In the large and varied collection of lovely Bybee pottery, represented by Howard G. Selden, Brunswick Building, 225 Fifth Ave., New York, every whim and fancy may be gratified in the assortment of beautiful colors and odd shapes which



are shown in the fascinating flower bowls and vases. The fine colors are Madison blue, amethyst, burnt orange, crystal green, matt green and Bybee blue, the original blue, produced by the Bybee potteries. The host of items comprise vases, baskets, mugs and candlesticks, in numerous sizes and shapes. This pottery represents a comprehensive assemblage of excellent ware, the pride of the Gift Shop, bringing profitable sales reaction which has established the Bybee pottery prestige.

Choice Distinctive Italian Lamps

Italy, the art center of the world, has given an element of her character in the lovely Italian pottery lamps illus-



trated from Ludlow & Miner, 240 West 23rd St., New York. The one with the all-over design, No. 2732 shows fine coloring and native decoration of excellent character, the other with the beautiful floral spray representing yellow tulips is another fine example of Italian pottery in attractive modeling and graceful outline. The beautiful linen parchment shades shown are finely adapted to these artistic lamps in appropriate hand decorations of colors harmonizing with the lamp proper. The Ludlow & Minor Co., lamps and shades are fine specimens of artcraft in careful workmanship and creative design. Many new models in appealing decorations and shapes are now being displayed at the firm's attractive showrooms above named.

Greek Pottery of Native Birth

The fine Greek pottery vase shown is only one of the many beautiful specimens of distinctive pottery which has found its way to America through the Aidin Rug Co.,



with salesrooms at 225 Fifth Ave., who are responsible for the manufacture and importation of this artistic ware. The old historic designs which have given this lovely pottery its value in bringing to life the finest motifs and creations of ancient Greece, will endear it to lovers of the fine arts. The traditional leaf motif which is interwoven with many of the fanciful native designs, lends a fine period temperament to some of the beautiful vases. Many of the decorations are shown on a white or cream back-

ground, which is so well seen in the beautiful vase pictured herewith. One delightful and noteworthy design depicts the fishscale, in a superb blue color, an all-over decoration on the body of the vase. This is interesting from its historic and characteristic appeal. The large assemblage of attractive objects displayed by the firm includes vases in many sizes, ash trays, plaques, lamp mounts with a large variety of handsome tiles, and other items. This fine pottery speaks for itself in beauty of color, ancient design and modeling. Mere written description is a poor medium to convey the true merit of the artistic shapes and ideal coloring of this noteworthy Greek pottery, which brings so much of the Old World's temperament to the New.

Chinese Lamp and Shade of Rare Beauty

Bringing East to West is a link in a strong chain, where oriental charm and far eastern distinctiveness embrace in the exquisite Chinese "Budda" Lamp shown herewith from Fo Sing Yuen & Co., importers, 104 East 16th St., New York. This beautiful lamp is of heavy brass mounted on a finely carved teakwood base. The handsome Chinese hand embroidered silk shade in fine color and design, exemplifies all the art of oriental craftsmanship. The extra heavy silk fringe adds a note of elegance to the whole, while the double inside lining gives to the shade the desired stability. Lamps of this type are splendidly fitted for library, den or boudoir. They come in 2, 14 and 10 inch sizes. The shade and lamp combined is a fine example of Chinese artcraft.



Artistic Parchment Lanterns

When the sun is disappearing behind its rosy curtain and nightfall is fast approaching, there is a soothing influence in a dim gentle light that will still retain the semblance of departing day. Lanterns bring the most desired lighting effect for interior or porch decoration. The lovely parchment lantern illustrated from the Taiyo Trading Co., 101 Fifth Ave., New York, is beautifully decorated with silhouette ship design in artistic treatment. This useful and ornamental lantern also comes in three colors, blue, yellow and orange. For an ornate finishing touch, there are handsome silk tassels on either side and one at the bottom for pull cord. There are others in same style with dancing figures. The height of these lanterns is 10 inches. A very noticeable lantern among the large assemblage offered by the firm, shows some of the silhouette figures in shadow which revolve automatically, owing to the rising heat from the light. The continuous movement of these shadow figures, in contrast with the stationary silhouette figures on the outside of the lantern, gives a most novel and magic effect. The oriental lanterns which the concern is displaying in a large variety of unique shapes, decorations and construction are also appealing Gift Shop suggestions either for interior or exterior decoration.



If we were charged so much a head for sunsets, or if God sent round a drum before the hawthornes come into flower, what a work we should make about their beauty!

Realistic Hand Painted Parchment Shade

The fine scene, "In Full Cry," beautifully hand-painted on parchment, gives a striking picture of the hunt in active chase. This novel shade comes from the studios of the Lund Art Co., 15 West 45th St., New York. The lamp also from the Lund firm is of wood of antique finish striped with black, blue and gold. The same type of lamp is also finished in blue with striping of black and gold. For a man's gift or for the college boy student, this lamp would bring joy to the recipient, as its subject so natural in its sporting character, would add a scenic touch to either den or university room. The lamp is 24 inches high and is fitted with two electric lights, making it doubly interesting for reading or study table.



Artistic After Dinner Coffee Table

Americans are fast becoming initiated in the European fancy of serving coffee in the anti-room after dinner. This practice affords easy and intimate acquaintance, and hospitality is encouraged through the relation of the vis-vis neighbor. A lovely coffee table, pictured, from the Premier Mfg. Co., 225 West Ohio St., Chicago, Ill., is an artistic example of the firm's fine wrought iron work. Its graceful lines and stability with the genuine black and gold marble top and base of antique metal finish, gives a substantial and decorative piece of occasional furniture for the exclusive home.



Unusually Striking Tea Sets

"Polly put the kettle on and let's have tea," and who wouldn't when it can be served with the dainty and inviting tea set illustrated from Mary Ryan, 225 Fifth Ave., New York. These imported tea sets come in four pieces,



ing tea set illustrated from Mary Ryan, 225 Fifth Ave., New York. These imported tea sets come in four pieces,

Headquarters for Original Czechoslovak Ware



ALL of our decorations are copyrighted and will bear our registered trade mark and the name of Joseph Mrazek, as a guarantee of the authenticity of the designs.

New and interesting designs have recently been added to this beautiful line of hand decorated ware. *Send for our catalog in full colors.*

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Traveling representative

China and Porcelain Ware

THAT WE CAN ALWAYS
DUPLICATE



The illustrated Cake Set consists of an unhandled Cake Plate and six plates 6 inches in diameter, and comes in the following colors:

Yellow
Gray
"Lovebird" Green

with a medallion of flowers in the center of the plates.

\$2.50 Each Set
\$24.00 per dozen Sets

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Distinctive Pewter Lamps—Parchment
Shades

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Are all displayed in a perfectly appointed show room where utility, beauty and price of items all combine to make investigation well worth while.

Illustrated literature on request

SELDEN SELECTIONS

Gift Shops

(Continued from page 29)

than just "goods," making them a part and parcel of a higher order of gifts, which would create a taste and love for the beautiful. If one would make a tour of the Gift Shop field in most any city or small town, it will reveal how faithfully has this principle for the furtherance of art been carried out, both in the selection of gifts and the arrangements and interior decoration of the shops. Another reason for these shops rapid growth, is that the managers or sales persons are people of refinement and good breeding, and are equipped through their education to meet a high class clientele, thus advancing sales through their personality and attainments. Knowing wares gives them the advantage of consummating sales by inspiring confidence, and reliance on their ability. Knowledge, art sense and individuality is the sign post on both sides of Gift Shops converging road—Success.

Tea Sets

(Continued from page 31)

artistically striped with black lines, on a white background. The striking effect of the black against the white gives them the pronounced effect which is responsible for their popularity. The appealing feature about these sets, is that they can be used with any color scheme of table decoration, adding an outstanding tone to brighter colors of flowers, table damask or other tea table accessories. The same decorative black stripes are found on the vari-

ous other objects including: flower pots, vases and pitchers, which are among Mary Ryan's noteworthy and extensive Gift lines, always interesting and suitable for the exclusive Gift Shop.

Glass Output Slumps in Czechoslovakia

The monthly review of Central Europe by the Anglo-Austrian Bank of London states that "Czechoslovakia has been affected by the general trade depression to the extent of seeing her export trade for the first quarter of the current year decline by 563,000,000 crowns, compared with the first quarter of 1925. Of textiles alone 14 per cent. less were exported. Further, the value of goods exported in April amounted to 1,350,000,000 crowns, as against 1,477,000,000 in the same month of the previous year, a decline of 127,000,000 and a decrease of 162,000,000 against March, 1926. Again of this total textiles were responsible to the amount of 75,000,000.

"The output of glass has sunk by 50 per cent and its exports in April were 23,000,000 crowns less than in April, 1925. Malt alone shows an increase in export by as much as 15,000,000. Timber and coal exports decreased by one-third and those of beer by 5 per cent. The exports of spirits are likewise falling. In the first four months of the current year the total exports amounted to 5,516,000,000, as against 6,207,000,000 in 1925, i. e., a decrease of 700,000,000, or 12 per cent.

"The situation in the iron industry till quite recently went from bad to worse, and many concerns were obliged

A Little History of a Big Pottery

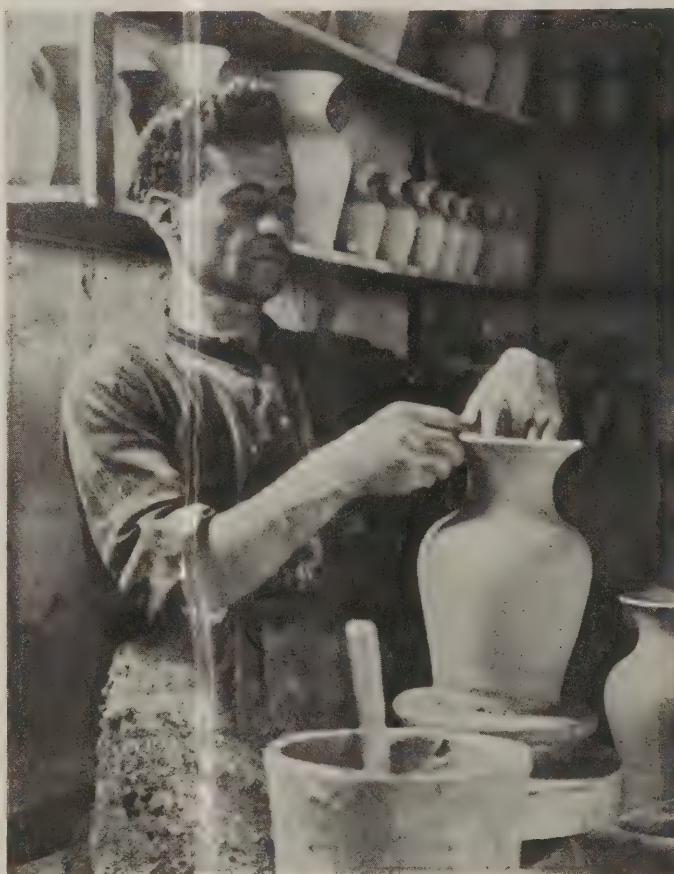
BY BEATRICE MILLER WISNER

IT may be interesting to those who have been misinformed regarding the birth of some Turkish products, to learn direct from factory representatives from Greece, a little of the true origin of the so-called Turkish rugs, pottery, etc., that are marketed in many countries, and the beautiful Greek pottery and rugs now being offered by the Aidin Rug Co., importers and manufacturers, with showrooms at 225 Fifth Ave., New York. George Sotiropoulos, general manager, and his associate manufacturer, both tell a fascinating story about the original history of rugs and glazed pottery often thought to have been the inspiration of the Turks. He remarks in part, that for many centuries many of the beautiful rugs and much of the fine pottery, embroideries, and laces imported to various lands, have been credited to Turkish art, when in reality their development sprang from the artistic minds and deft fingers of the Greeks and Armenians. The Turks are not endowed with the fine taste, sense and artistic temperament of the Greeks and could not have created the idealistic designs and beautiful handicrafts which are seen in these products. After the disaster of 1922, these peoples were forced to leave their country and took refuge in Greece, and at once began working with zeal and enthusiasm in reviving the beautiful historic examples of Greek art and models. Having the wonderful monuments of ancient Greece before them, they were inspired to emulate and carry on her renowned ancient works, and have succeeded in their effort in reproducing wares of various periods. The visitor in Athens of today will see many factories where rugs are woven and hand made linens and pottery are made. Nearby is the firm's factory lying at the shores of New Phaleron, being transferred from Asia Minor from the city of Kutachia. This factory produces wonderful hand made pottery of an excellent glaze and characteristic color, such as the rich Rhodensian red and Persian blue and many other fine color tones. The factories

are quaint, in that they are run entirely by ancient Greek methods. Their wheel is the same as was used a thousand years ago and their kiln is also of ancient style. The potter for forty-five years has done the same sort of work, even to lighting the kilns and baking the pottery. His ancestral family of potters run back to seven centuries. Greece is happy and fortunate in its native soil products from which come the basic elements of this beautiful

pottery, enabling the potter to produce a higher quality pottery than was made in Turkey. With the kaolin of Milos, and clays of Coroni, Phaleron and Castella, rightly proportioned and mixed together form the basis of this inspirational pottery. The quartz of Antiparons forms the glaze, while the fine colors used are abstracted from metals collected from the mountains Mani of Parnithos and Hymittos. Besides the richly decorated vases imported from this factory there are beautiful tiles, lamp mounts and other items. One of the most interesting tiles shown by the firm, is the same design as is seen in some of the elegant residences in Greece of her high officials. The illustrations herewith show the potter busy at his work, and the decorating room in the factory where this beautiful Greek pottery is manufactured

by clever craftsmen before being shipped to the Western world.



A master potter shaping a vase.



Greek girls engaged in decorating bowls. Observe how each is entirely absorbed by her task.



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IN A GREAT VARIETY
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and tall slender graceful
lamps in light and polished
mitre cuttings in crystal and
colors are best sellers in
representative lamp depart-
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IDEAL CUT GLASS CO.

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The list of Syracuse China users is steadily growing larger. More and more hotels and restaurants all over America are turning to Syracuse. Why?

Because Syracuse China has proved exceptionally economical in hotel after hotel where it is used. Because it has reduced breakage losses and kept down cracking. Because its special rolled edge usually confines chipping to the under side, unseen.

And another reason for the popularity of Syracuse China in hotels is that Syracuse patterns are so attractive. The long line includes decorations to suit any type of interior or color scheme.

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For Your Fall Requirements

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Trade Activity Increased in June

According to a summary of trade conditions contained in the current number of the Federal Reserve Bulletin, the volume of wholesale and retail trade in June was larger than in June, 1925. Sales by mail order houses increased more than usual, while stocks of merchandise in the hands of wholesale distributors declined.

The report sums up the situation as follows:

Industrial activity was at the same level in June as in May, and was slightly above the level of a year ago. The average of commodity prices advanced further between May and June.

The Federal Reserve Board's index of production in basic industries remained unchanged in June. Production of iron and steel and activity of woolen machinery continued to decline, and there were also reductions in the output of copper, zinc and petroleum, while cotton consumption, the manufacture of food products and the output of coal and cement increased. Production of automobiles was smaller in June than in May and for the first time this year was less than in the corresponding month of 1925. Declines took place in June in employment and pay rolls of all textile industries, except woolen and worsted goods and men's clothing, and some of these industries were less active than at any time since 1924. Building contracts awarded during June were slightly less than in May and for the first time since early in 1925 were smaller than in the corresponding month of the preceding year.

Crop reports issued by the Department of Agriculture indicated a slight improvement during June. The composite condition of all crops on July 1 was reported at 6.4 per cent below the average July condition during the last ten years. The production of winter wheat was estimated at 568,000,000, or 172,000,000 more than in 1925, and that of spring wheat at 200,000,000 or 71,000,000 less than last year. A production of 2,661,000,000 bushels of corn, or 8.3 per cent less than last year, is indicated in the same report. Cotton production, on the basis of July 16 condition, was estimated at 15,368,000 bales, or 718,000 bales less than the production of last year.

TRADE VOLUME MAINTAINED

Total volume of wholesale and retail trade in June was larger than for the same month in 1925. Department store sales declined seasonally in June, and wholesale trade in all leading lines, except groceries, also decreased during the month. Sales of mail order houses increased more than usual in June, and were 5 per cent larger than in June, 1925. Stocks of merchandise carried by wholesale firms at the end of June were smaller than a year earlier. Department stores continued to reduce their stocks, and their inventories, which had been considerably above last year's level earlier in the year, were at the end of June only about 1 per cent larger than a year ago. Freight car loadings showed seasonal increases during June and continued through the first half of July at higher levels than in previous years. Loadings of grains in the Southwestern States have been particularly large.

PRICE LEVELS HIGHER

The general level of wholesale prices, according to the index of the Bureau of Labor Statistics, increased from May to June by less than half of one per cent. Prices of live stock and meats advanced, and there were small increases for milk, petroleum products, nonferrous metals, and chemicals and drugs. Price decreases occurred in grains, cotton, textiles, building materials, and house furnishings. In the first two weeks of July prices of grains, flour, cotton, wool, and hides increased, while those of cattle, hogs, silk and rubber declined.

LOANS HIGHER

Loans and investments of member banks in leading cities at the end of June were in larger volume than at any previous time, and after declining during the first half of July were still \$900,000,000 above the level of a year ago. Of this increase about \$385,000,000 was in loans on securities, \$340,000,000 in commercial loans, and \$175,000,000 in investments. Since the beginning of 1926 an increase in commercial loans together with the growth of investments has more than offset the reduction in loans on securities.

The demand for credit at the end of the fiscal year and the increased currency requirements over the holiday were reflected in a growth of member bank borrowing at the reserve banks and on July 7 total discounts were near the highest point of the year. With the return flow of currency from circulation after the holiday, discounts declined, and on July 21 were in about the same volume as in the last half of June. The reserve banks' holdings of acceptances and of United States securities changed little during the period, and the total volume of reserve bank credit outstanding in the third week of July was close to the June level.

Money market conditions were firmer in July as indicated chiefly by increases in rates on call and time security loans. Rates on acceptances and on commercial paper were also slightly higher.



TO be honest—to earn a little and to spend a little less, to make upon the whole a family happier for his presence; to renounce when that shall be necessary and not to be embittered; to keep a few friends, but these without capitulation—above all, on the same grim conditions, to keep friends with himself—here is a task for all that a man has of fortitude and delicacy.—STEVENSON.

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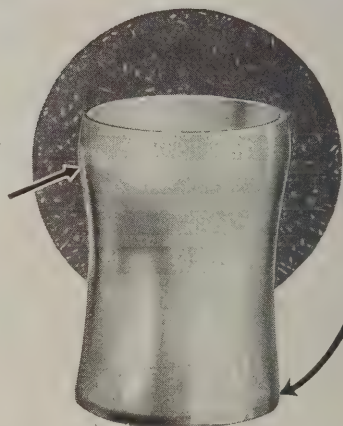
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Economy
Bulge.



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Broad
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A WELL-KNOWN manufacturer of pottery, lamps, candlesticks, wants salesmen to handle these products as a side line, selling to jobbers, the premium trade and large department stores. We believe this will be an excellent side line for right parties. Box 561, CROCKERY AND GLASS JOURNAL.

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SALESMAN by Manufacturing Company to sell Pressed and Gift Shop Glassware in New York City and State. Box 563, CROCKERY AND GLASS JOURNAL.

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Buyers in New York

JULY 30, 1926

C. G. Campbell, house furnishings, Hutzler Bros., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).
L. H. Breese, house furnishings, Oneonta, N. Y., Dept. Store, Oneonta, N. Y., 120 W. 32nd St. (A. Fantl).

AUGUST 2, 1926

E. P. Bowman, housewares, china, The Lion D. G. Co., Toledo, Ohio, Pennsylvania.
W. W. Leaze, house furnishings, china, toys, Bass Bros. Co., Yaokum, Tex., 128 W. 31st St. (Kirby, Block & Fisher).

AUGUST 4, 1926

W. R. Hume, house furnishings, Woodward & Lothrop, Washington, D. C., 370 Seventh Ave.

New Incorporation

Biennfield Importing Corp., glass products, \$10,000;
A. J. Kaufman, T. Pearle, M. Dienstein. (Filed by C. Pearle, 256 Broadway, Manhattan.)

HERE IT IS!

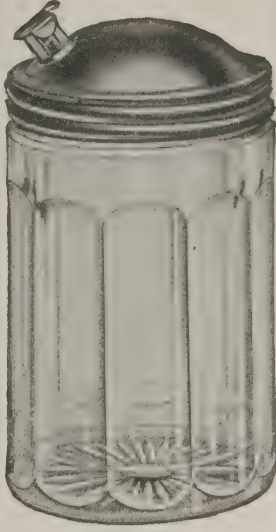
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ONE COMPLETE DINNER SERVICE
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SEMI-SQUARE—PLAIN EDGE

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AUTHOR OF

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This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.


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France

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Limoges

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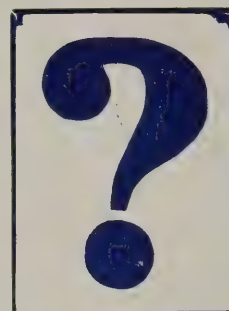


Vol. 103, No. 6

AUG. 12, 1926

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The Yellowstone Dinner Service

**Ivory Body
Exclusively
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The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain octagon outlines, provide the ideal frame and background for the score of original decorations especially designed for this model.

Many of the discriminating buyers who have already had opportunity to inspect the Yellowstone have been good enough to pronounce it the outstanding creation of the year, one destined for unrivalled popularity.

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The 1926 Line Will Be

**Yellowstone shape in Ivory Body only
Kwaker shape in both Ivory and White Bodies
Empress, Republic and Hudson shapes in White Body only
Complete Line of Cable Staples in White Body only
Complete Line of Hotel Ware, Double Thick, White Body
Complete Line of Hotel Ware, Half Thick, White Body
A good assortment of Toilet shapes**

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The equivalent of forty kilns on Ivory.

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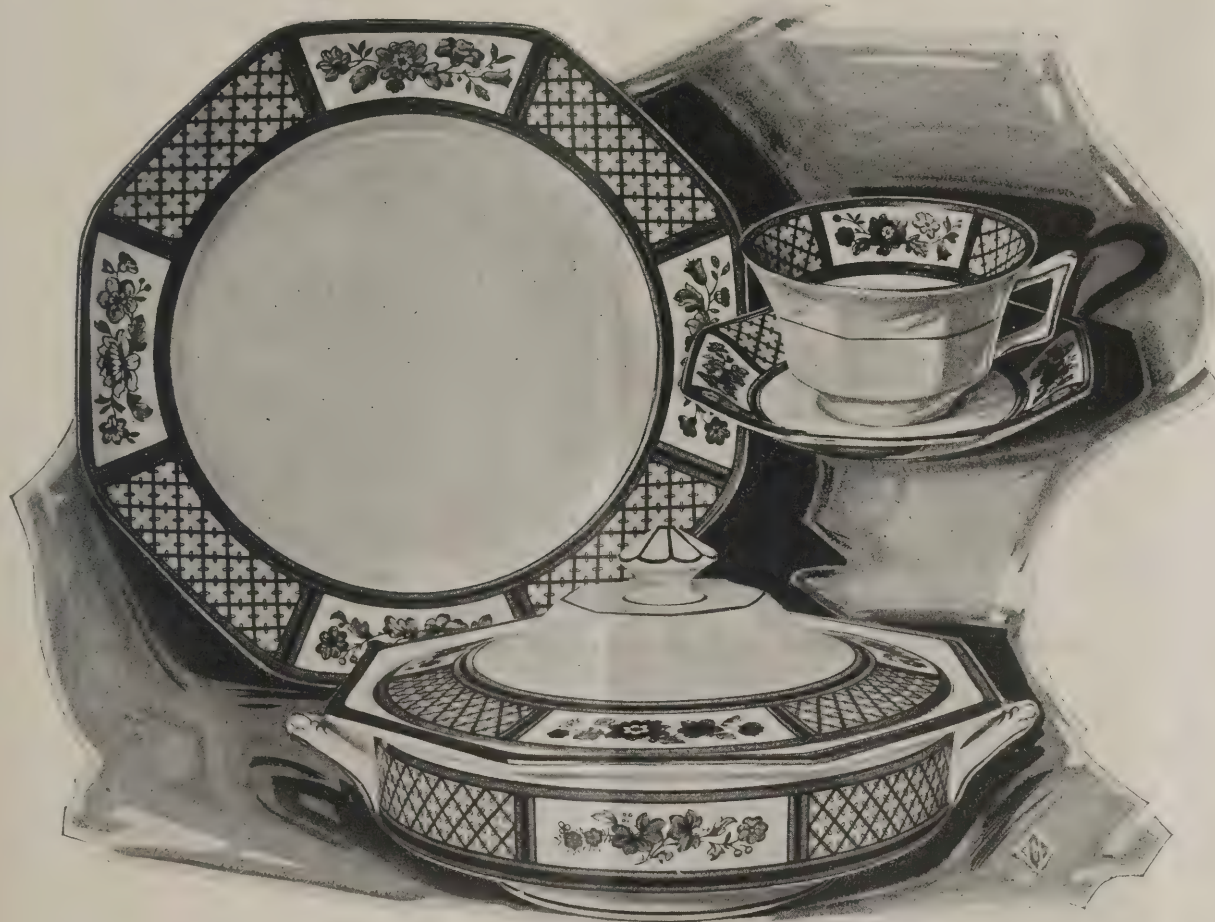
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and

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Maddock's New Royal Ivory Body



Lowestoft Pattern—Pagoda Shape

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NUMBER 633 MELROSE DESIGN

*Any hostess would take pride
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Two-quart Jugs and Covers
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Cocktails
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Goblets
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Salad Bowls—the Counter Attraction



The six members of our Beech Salad Bowl family are all so lovely that your customer will linger long to make up her mind which she wants.

Brilliant colors for which Winterling is famous; beautiful decoration in bouquet floral effects; year round sales to keep you happy.

Write for attractive price on Beech assortment.

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ASSORTMENT OF 6 PATTERNS.
2 DOZEN OF EACH, TO A CASE.
(Only 3 of the 6 patterns are illustrated here.)

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Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

New Royal Schwarzburg Patterns on a New Shape



Sunburst (on the left) is a green and orange fruit design which comprises every shade from the palest lemon to a dark green. The design appears irregularly on the cover dish, giving it an unusual and distinctive effect.

Aleece (in the center) is the first of the new Royal Schwarzburg hand-painted enamels. The cover dish above also shows this pattern. The broad border is black, which serves as an effective back-ground for the raised enamel flowers. This is generally conceded to be one of the most beautiful designs that has come into the market for many years.

Greenacre (on the right) is a narrow black and gold border with a deep pale green fond.

THESE PATTERNS ARE CARRIED IN OPEN STOCK

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ESTABLISHED 1866

119 Fifth Avenue at 19th Street, New York City



The CHENONCEAUX

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THEODORE HAVILAND
FRANCE



These marks identify all
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26 West 23rd Street
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ESTABLISHED IN 1874

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Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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Vol. 103

August 12, 1926

No. 6

AS THE EDITOR SEES IT

Should the Retailer Be Buttered?

As we have said many times, we are second to none in our admiration for the successful retailer, declares an article in *Printers' Ink*. Pic-

ture his shortcomings as you may, the fact remains that a man who can force his store ahead these days, conditions being as they are, is a person of no mean ability and one having plenty of courage and resourcefulness.

Nevertheless, what good purpose is to be gained by regarding the retail store as holy ground, so to speak, and of looking upon every criticism of the dealer as a flagrant case of *lèse majesté*.

It is not detracting one bit from the splendid achievements of retailers as a whole, to say that the manufacturer should make every proper effort to inculcate a better spirit of sportsmanship among retailers and less of a disposition to shunt all the burden upon the other fellow. One example: Various State legislatures now in session present the rather painful spectacle of opposing retail interests trying to compete with each other by urging certain laws rather than through skillful and progressive merchandising. In a couple of States the druggists are trying to bar the grocery and department stores from selling patent medicines, toilet accessories and similar articles. Grocers are trying to have a prohibitive tax placed upon chain

stores. Another bill seeks to stop the selling of cigars and tobacco in any store where other merchandise is offered.

This unfortunate internecine fighting among legitimate retail interests, all of whom have a right to survive if they can, is one of the several things that show there is yet a long way to go before the advertising spirit is generally recognized and practiced. Frank admission, or at least recognition, of these things is a necessary prerequisite to correcting the difficulty.

The manufacturer hesitates to speak his thoughts because of a fear that he may be accused of trying to pass his burdens along to others. But, be as hard headed and practical as you like, you cannot get away from the fact that the manufacture and distribution of merchandise is strictly a co-operative proposition. Timidity in inviting the retailer to do his part puts just that much more of a drag on the whole process and he suffers along with the rest.

Must the retailer be eternally buttered?

If you think of your job as just temporary while you are waiting for something else to turn up, you will fall down on the job and nothing worth while will ever turn up.—HENRY VAN DYKE.

Market for American Toys in Brazil and Uruguay

Growing Market for American Quality Toys in Brazil and Uruguay—Exports to Brazil in 1925 Double Those in 1924—Exports to Uruguay in 1925 Triple Those in 1924—Toy Wheel Goods and Rubber Toys Most Popular

(Based on reports submitted by Assistant Trade Commissioner Richard C. Long, Rio de Janeiro, Brazil, and Commercial Attaché L. B. Clark, Montevideo, Uruguay, in *Commerce Reports*)

HIGH-GRADE American toys are well known in the Brazilian market and, though expensive, have a good sale, confined, however, to that class which has sufficient means to buy high-priced merchandise. It is believed that sales of such toys as well as those of medium grade can be increased.

PRODUCTION OF TOYS LIMITED

Brazil has a small but growing toy industry, confined chiefly to the manufacture of toy wheel goods, building blocks, and furniture. There is also a small production of dolls, small tin toys, and rubber toys of a fair quality. The manufacture of toy automobiles is growing. It is the general practice to import the iron wheels and a few other parts. The assembled article is of medium grade.

GERMANY SUPPLIES BULK OF CHEAPER TOYS

The bulk of toys on the market is of the cheaper grade and is supplied chiefly by Germany, although the trade of Czechoslovakia, Italy, and France in this type of toy is increasing. The United States is the chief source of supply of quality toys, for which there is a worth-while market. Toy exports from the United States to Brazil in 1925, valued at \$41,987, increased 100 per cent over those of 1924. Brazilian figures for 1925 are not available, but figures for 1923 and 1924 indicate the strength and growth of the market.

BRAZILIAN IMPORTS OF TOYS
[Value, in milreis]

Country of origin	1923		1924	
	Rubber toys	All other	Rubber toys	All other
Germany	179,588	3,264,881	213,660	4,245,618
Great Britain	231,229	105,205	213,564	78,473
France	38,234	241,707	53,969	574,013
United States	8,337	320,324	33,826	326,587
Japan	30,863	568,906	13,099	737,711
All other	12,144	82,747	13,835	182,872
Total	500,395	4,583,770	541,953	6,145,274

PROMISING MARKET FOR AMERICAN DOLLS

The possibilities for the sale of American dolls are excellent, despite keen competition of the German, French, and Japanese merchandise. The American quality doll can probably command the largest sale, as it is retailed below the price of the high-grade French bisque doll, and its quality justifies a price which is a little higher than similar German articles. Japan supplies a large proportion of the celluloid dolls sold in Brazil, although the German product is becoming increasingly popular. Of dolls of domestic manufacture, there is one distinctive Brazilian type, known as the Bahiana, a negro doll dressed in Bra-

zilian fashion. This doll has a large sale both with natives and visiting foreigners.

UNITED STATES AND GREAT BRITAIN SUPPLY HIGH-GRADE MECHANICAL TOYS

The sale of mechanical toys is restricted by the exceptionally high duty upon them. The German product predominates in low-grade mechanical toys, such as toy trucks, automobiles, and fire engines. They are all of flimsy construction. The high-grade mechanical toy of an educational nature is furnished by the United States and Great Britain. It is very expensive, but attempts on the part of importers to supply locally made imitations have been unsuccessful. It is reported that the better discounts granted by the English manufacturer restrict the sale of the American product.

GROWING MARKET FOR RUBBER TOYS

Rubber toys enjoy a wide sale. The demand for cheap rubber toys is supplied by the small domestic industry and the German and Italian manufacturers. The United States and Great Britain furnish the better grade. Of all rubber toys sold, rubber balls are the most popular. This is due in part to the popularity of soccer football as a sport in Brazil; small boys play the game with rubber balls. A high duty makes imported rubber goods very expensive. However, there are two American companies doing a particularly good business.

QUALITY TOY WHEEL GOODS SUPPLIED CHIEFLY BY AMERICAN MANUFACTURERS

It is believed that the United States and Great Britain supply most of the high-grade toy wheel goods, such as toy automobiles, tricycles, velocipeds, and scooters. The prices for imported toy automobiles range from 100 milreis to 450 milreis (the milreis is worth \$0.15) and the national product sells for 50 milreis to 150 milreis. In addition to the cheap domestic article, Germany also supplies cheap scooters and express wagons.

TOY STORES CHIEF OUTLET FOR RETAIL SALE OF TOYS

Toys are usually retailed through toy stores and bazaars, some of which operate only at Christmas time and during the carnival season in February. These shops carry all grades of toys, from the cheapest to the most expensive. Department stores rarely carry toys except for a few high-grade specialties.

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KEEN COMPETITION DEMANDS CAREFUL SELECTION OF A REPRESENTATIVE

Most toy manufacturers are represented on the Brazilian market through commission houses or manufacturers' agents. As competition is keen and European terms and discounts are reputed to be more liberal than those offered by the American manufacturer, an agent should be selected who is in a position to canvass the market thoroughly. It is necessary to have a representative and samples not only in Rio, but also in Sao Paulo and other important cities.

URUGUAY OFFERS GOOD MARKET FOR TOYS

The Uruguayan market for toys and games is fairly extensive for a country having only about 1,600,000 people, and reliable estimates value annual imports of toys at well over 100,000 pesos. There is a small domestic industry, but at least 95 per cent of the demand is supplied by imports. From the importer's point of view, Uruguay is a price market; but because Uruguayans will pay high prices for their children's toys, it really is a worth-while market for quality goods.

UNITED STATES EXPORTS TO URUGUAY IN 1925 SHOW MARKED INCREASE

The market for the quality toy is believed to be growing, for although United States exports of toys in 1924 amounted to a little less than \$10,000, in 1925 they increased to almost \$30,000. However, most of the toys and games imported into Uruguay are of German origin, as is shown by the following figures covering imports by countries for 1924, the latest year for which statistics are available.

	Pesos
United States	5,600
Germany	44,320
France	4,750
Japan	4,105
Others	3,430
Total	62,205

As toys enter Uruguay on a declared-value basis it may be safely assumed that the above figures do not represent more than 50 per cent of the actual value of the imports.

WHEEL GOODS MOST POPULAR OF AMERICAN TOYS

Automobiles, velocipedes, scooters, and stereopticon lanterns, and metal sectional building outfits constitute the principal American toys on the market. They are mostly of a high-unit value and find little European competition. It is not unusual for them to retail from 20 to 50 pesos, and some are priced up to 100 pesos. The ordinary prices on dolls run from 2 to 12 pesos and on stuffed toy animals from 5 to 25 pesos each. The great bulk of the sales is not at these prices, however; smaller or cheaper models may be had for less than a peso.

METHODS OF SELLING

Merchants in Uruguay buy their toys chiefly through resident agents of whom there are several. Occasionally a large dealer will import some toys direct from abroad, obtaining the basis for his order from a stray catalogue or a trade publication. Agents from Buenos Aires also

canvass the market during an indent business for European or American manufacturers. The toy business in Uruguay is an all-year one, although there is a period of greatest activity during late December and early January, Three Kings Day corresponding to the American Christmas so far as presenting gifts to children is concerned.

[Lists of toy dealers in Brazil and Uruguay may be had on application to the Specialties Division.]

N. R. D. G. A. Meet Sept. 28-30

The program for the second fall convention of the sales promotion division of the National Retail Dry Goods Association is being arranged by the questionnaire method among the members of the group. A series of topics has been suggested by the Convention Committee from which members are selecting what they want to hear as well as naming speakers to handle the topics.

The convention will be held at Chicago September 28, 29 and 30, in the Hotel Sherman. The first fall meeting was held last year at Detroit. For a number of years the sales promotion division has met each February with the National Retail Dry Goods Association in its annual convention.

"On the theory that delegates to a convention will get most out of the meetings if they have a voice in the selection of the topics," said W. T. White, Rike-Kumler Company, Dayton, O., chairman of the sales promotion division, "we have submitted a questionnaire to our members asking them to tell us what they want on the program. The suggested list of topics covers a wide field of advertising interest. Replies already have started to reach us which indicate that a fine program will be set up by our members. Some splendid suggestions for speakers also have been made in the early returns. Among the topics suggested are the following:

- "Is a Store-Wide Sale an Asset or Liability?"
- "What Does It Cost to Write an Ad?"
- "Where to Get and How to Train Copy Writers."
- "What Is a Sales Promoter?"
- "How to Keep Your Trade at Home."
- "Value of 'Stunt' Advertising."
- "Community Publicity Efforts."
- "What the Data Book Does for Me."
- "Direct-Mail Principles."
- "What an Advertiser Should Know About Merchandising."
- "What a Hotel Can Teach Us About Service."
- "Advertising to the Store's First Market—the Personnel."
- "Why Is a Style Show?"
- "What Good Is a Budget?"
- "What Week Is This? (Tie-ups with manufacturers' drives.)"
- "Basement Store Advertising."

The slogan for the convention, "Come and Get It," is the committee's challenge to the group members to attend the sessions if they are interested in the progress in their craft.



CAUGHT IN THE NEWS NET

ARRIVING on the *Berengaria* last Friday after several months spent at his European factories working out new ideas with the manufacturers in his "Black Knight" china and "Pine Tree" glassware, as well as corralling some novelties in his other lines of pottery and glassware, W. P. Graham, head of Graham & Zenger, 104 Fifth Ave., is now directing his force in putting the finishing touches on his display for the fall trade. Mr. Graham says that he noticed particularly on this trip, that the manufacturers and conditions in general abroad, are approaching a more peaceful trend than has been in evidence since the world war.

"Lou" Reizenstein, of C. Reizenstein Sons, Pittsburgh, Pa., was a passenger aboard the *Berengaria* which docked last Friday. He was on his semi-annual trip to the European markets.

R. E. L. Wells, sales manager for Nathan Straus & Sons, Inc., importers, returned to headquarters today (Thursday), after attending the Gift Show held at the Hotel Sherman, Chicago. He reports that the volume of business done at the exhibit surpassed all expectations.

Ashley Myott, head of Myott Sons & Co., Henley, England, the well-known dinnerware manufacturers, is a passenger aboard the *Baltic* due to arrive in New York, August 16. Mr. Myott is coming here principally to consult with his American representative Justin Tharaud.

John Straub, with Paul Straub & Co., leaves on Saturday, accompanied by Mrs. Straub, for Callicoon, N. Y., where he will spend three weeks visiting his son, who is a minister in charge of one of the churches in that place.

Fritz Bremmerman, of the St. Louis Glass & Queensware Co., St. Louis, Mo., called on some of his friends in the trade Monday, while here preparatory to sailing Monday night for Europe where, accompanied by his daughter, he will spend a couple of months vacationing.

The list of trade vacationists continues to grow these hot summer days. Among the latest to leave his desk is Harry Fogel of the Fogel Decorating Works. Harry is just simply going to stay home and forget business for two weeks, with perhaps an occasional motor trip to break the monotony.

Sidney Hirsch, of the Rosenthal China Corp. sales staff, is scheduled to sail August 21 for Miami, Florida. This is to be the first stop Mr. Hirsch will make on a three months' road trip which will take him as far as Texas.

G. D. Crowe, china, glassware and housefurnishing buyer for Younker Bros., Inc., Des Moines, Iowa, is registered at the Hotel Commodore this week. Mr. Crowe is accompanied by his wife, which is her first visit to the metropolis.

"Abe" Fishgall, formerly buyer for Abraham & Straus, Brooklyn, and now associated with the Hecht Co., Washington, D. C., paid his second visit to the New York market this week placing orders for the new china, glassware and housefurnishings department he has recently opened for the concern.

"Bill" Hume, housefurnishings buyer for Woodward & Lothrop, Inc., Washington, D. C., was another buyer in the market this week. He was accompanied by his assistant, Mr. Goddard.

Arthur Pett, buyer for the F. T. Woodhull Co., Elizabeth, N. J., has the right idea for prolonging his vacation. He spends each week end with his wife and daughter who are sojourning for the summer at Atlantic City, N. J.

W. L. "Billy" Brenn, who is one of the old timers among the buyers, dropped into town recently to look over the market. While there he is calling on his many friends in the trade and incidentally is placing orders for his housefurnishing and toy departments for the Alms & Dolpke Co., Cincinnati, O.

"Sid" Thompson, head of Copeland & Thompson, Inc., Importers, 206 Fifth Ave., who has been abroad for the past two months assisting in the preparation of new samples for the Fall trade, returned to headquarters on Wednesday. He made the return trip by way of Montreal.

Peter Rinken, china and glassware buyer for the Boston Store, Chicago, is another buyer to reach the New York market this week. Mr. Rinken expects to be here for several days placing orders for his departments.

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Caught in the News Net

(Continued from page 12)

Carl Sharpe who was formerly assistant to R. E. Evans, housefurnishing and china buyer for J. N. Adam & Co., Buffalo, N. Y., and also was formerly with L. Bamberger Co., Newark, N. J., has been engaged as assistant to J. C. Moses, china and glassware buyer for Frederick Loeser & Co., Brooklyn. Mr. Sharpe will enter upon his duties starting September 1.

Several changes which add very materially to the beautiful display rooms of the Rosenthal China Corp., 149 Fifth Ave., are about completed. The main display room which one enters directly from the elevator through a most artistic archway has now been considerably enlarged as well as the other display room which was accomplished by decreasing the size of the entrance hallway. This provides more display space throughout. Besides this, separate rooms have been provided for the exclusive showing of the firm's white china and hotel ware. New and commodious executive offices are also included in the improvements.

F. Cowperthwaite, formerly with Abraham & Straus, Brooklyn, and R. H. Macy & Co., who has recently taken charge of the china, glassware and housefurnishing departments for H. & S. Pogue Co., Cincinnati, O., visited the market this week to place orders for his departments. His assistant Mrs. B. McKinney accompanied him on the trip.

Lockitt Heads New Importing Firm

One of the important announcements in the trade this week, was that Kenneth P. Lockitt, the well known and popular glassware salesman, who has just returned from a trip abroad, where he concluded negotiations for the representation in America of several foreign glassware factories, would next week open an office and sample room in the Fifth Avenue Building as an importer of glassware.

His concern will be known as the K. P. Lockitt Co., having associated with him in the company as partner E. C. Whritner, a successful manufacturer in another line, who is relinquishing his other business to associate himself with Mr. Lockitt.

Mr. Whritner will take care of the executive end of the business, a capacity in which he has made his success in the past, while Mr. Lockitt will look after the sales.

The new firm's office and salesroom will be located in room 551 of the Fifth Avenue Building, Fifth Ave. and 3rd St., New York.

Their factories, for which they have secured the exclusive representation for the United States are, Verreries de la Renaissance, Boussu, Belgium, manufacturers of stemware and Elme Glasbruke, Almhult, Sweden, manufacturers of stemware. Other factories will be announced later.

In addition to their imported lines, they will also repre-

sent in New York and the New England States the H. P. Sinclaire Co., Corning N. Y., manufacturers of high grade table and fancy glassware in crystal and colors. This line Mr. Lockitt has represented for some time past. Another domestic factory is the Crystal Cut Glass Co., Newark, N. J., manufacturers of light cut and engraved glassware.



OBITUARY



Johannes Schlipphak

It is with keen regret that the passing of Johannes Schlipphak, managing director of the Tirschenreuth China Co., at his home in Munich, Germany, is reported. His death occurred on July 10, at his home in that city after a lingering illness.



The Late Johannes Schlipphak

He was an outstanding figure in the German china industry, and was greatly beloved by all who knew him.

Mr. Schlipphak became associated with the Tirschenreuth China Co., in 1894 and through his unusual ability and sincere devotion to the affairs of the company he was promoted in 1908 to the important position with the concern which he held at the time of his passing.

The very large attendance at his funeral of friends, both in and out of the china trade, was evidence of the high esteem in which he was held.

Schulenburg Takes Charge of Palm Bros. East Liverpool Office

Herbert Schulenburg, with the Palm Bros. Co., well known manufacturers of decalcomania, who has been prominently identified with this concern in a sales capacity for many years and who for the past two years, after being transferred from the New York office, has been located at the firm's headquarters at Cincinnati, O., will, on or about August 16, take charge of the concern's East Liverpool office, at 217 West Fourth St.

Mr. Schulenburg is very popular with the pottery manufacturers and with his transfer to East Liverpool he will be on hand to give them his entire attention.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Slick Invents New Glass Furnace

ANNOUNCEMENT has been made that Robert Slick, President of the United States Glass Co., who is also noted for his work along engineering lines, has recently developed a new glass furnace which does away with the old type of cupola furnace. This furnace has brought about a tremendous saving in factory costs, in labor and fuel. The company has erected four of these furnaces in different plants, and the understanding is that other similar type furnaces are to be built by the company. Other economies in the cost of factory production have been installed by Mr. Slick and still others are proposed. The entire group of plants of this company are now working on favorable production schedules, all of their lines being in very good movement.

Making Steady Progress

The Standard Glass & China Corp., Clarksburg, W. Va., formed a little over a year ago, has shown a steady growth, and those interested are rather well pleased with the progress of business, it was said this week by John Koblegard, Jr., head of the company. The company is doing a jobbing business and is also showing over twenty different lines of glass, dinnerware, enamel ware and kindred lines on a manufacturers agency basis. The most recent addition to the lines carried by this concern is a new Japanese line. The company is traveling a number of salesmen, and is making both local and drop shipments of its different lines.

Glass Demand Shows Better Tone

With the approach of the fall buying season, producers of pressed and blown ware this week announced a better tone in the market. The situation at this time is not considered at all active on account of many buyers being absent from their posts, still the volume of inquiries and orders now being received for September shipping indicates that fall trade will be good, and equal if not better than that of last season. One reason for this view is that the manufacturers have added so many novelties and special items to their lines during the last nine months, and especially in colored glassware. This line appears to be the one factor that has bolstered the glass market. All flint factories will be operating on reduced summer schedules until the first of the month, when all factories will have full shop crews back on duty. Many plants have more or less orders on hand for September and October shipping and this volume will be considerably augmented with the beginning of September.

Working to Full Capacity

Following an idle period extending over several weeks, the factory of the Holophane Glass Co., Newark, O., has resumed operations in full in all departments, employment being given to upwards of 200 people. This interest is in receipt of some very active business, and it is declared the factory will be kept in continuous operation during the next 12 months.

Lippincott Difficulties Due to Several Causes

Poor collections, coupled with a slowing up of sales during the summer period has been given as the cause of the present financial difficulties of the Lippincott Glass Co., at New Alexandria, Ind., according to advices from that city. This factory was founded 30 years ago by the late J. E. Lippincott. Of late years the company has been manufacturing a line of both pressed and blown tableware and also a line of novelties, including colored glassware. The assets of the company have been placed at approximately \$250,000. Samuel G. Phillips and Harry M. Adams, bankers, who were appointed receivers for the company by the Indiana court on the complaint of Harry N. McEwan, superintendent of the plant are expected to continue operations for an indefinite period, under the court order.

\$100,000 in Factory Improvements

The Federal Glass Co., Columbus, O., is spending upwards of \$100,000 in factory extensions, all with a view to increasing production and lowering overhead costs. New improved lehrs and other improvements are being installed at this plant.

Steubenville Bonds to Be Redeemed

Notice has been given that pursuant to the terms of the mortgage or deed of trust made by the Steubenville (O.) Pottery Co., under date of April 1, 1925, that 12 bonds issued under the deed of trust have been drawn for payment from the sinking fund of the corporation Oct. 1 next. The bonds will be redeemed at 102½ and paid by the Dollar Savings & Trust Co., Pittsburgh, Pa. The bonds were drawn from lot for redemption. The issue was a 15-year closed mortgage, and the bonds were issued to bear six and one-half per cent interest.

Plan \$100,000 Extension

Announcement has been made that the Graham Glass Co., Evansville, Ind., proposes to spend \$100,000 in factory extensions at once. The improvements will include the erection of a new steam power house.

Chain Store Sales Show Big Gains

Leading chain stores reporting sales for the month of July, in statements issued yesterday, disclosed further expansion in retail, compared with the corresponding period last year. F. W. Woolworth Company, S. S. Kresge Company, Waldorf System, Metropolitan Chain Stores, McCrory Stores Corporation and others reported gains for July.

F. W. Woolworth reports July sales at \$19,395,272, as compared to \$17,829,451 in the same month of 1925, a gain of 8.78 per cent. For the last seven months sales were \$126,594,052, as against \$119,125,738 during the same period last year, an increase of 6.27 per cent. In a statement accompanying the sales report the Woolworth company states that of the gain reported for July the old stores were responsible for \$1,078,474, or 6.0 per cent gain in their sales. In the seven months the old stores were responsible for \$4,674,692 of the gain in that period, or an improvement of 3.9 per cent in their business.

The S. S. Kresge Company sales for July amounted to \$8,885,875, against \$7,509,647 in the like month last year, an increase of 18.32 per cent. Aggregate sales in the first seven months were \$58,723,182, compared with \$52,164,557 in the corresponding period a year ago, a gain of 12.57 per cent.

Sales of McCrory Stores Corporation for July totaled \$2,459,339, against \$2,144,095 in the like month last year, a gain of 14.7 per cent. Aggregated sales for the first seven months this year were \$16,644,963, compared with \$14,219,173 in the corresponding period last year, an increase of 17 per cent.

Metropolitan Chain Stores, Inc., reports for July, 1926, aggregate sales of \$830,927, against \$591,572 in July, 1925, a gain of \$239,354, or 40.4 per cent. For the seven months ended July 31, 1926, sales totaled \$5,136,675, against \$3,918,878 for the corresponding period of 1925, a gain of \$1,217,797, or 31 per cent.

The Fair of Chicago reports sales for July totaled \$1,709,992, against \$1,640,136 in the like month a year ago, a gain of 4.3 per cent. Aggregate sales for the six months ended July 31 were \$12,128,838, compared with \$12,090,869 in the corresponding period last year, an increase of 3 per cent.

Capital Increase for Strawbridge

Stockholders of the Strawbridge & Clothier, Philadelphia, department store meeting in that city recently voted to increase the \$100 par value per share preferred stock of the company from \$8,000,000 to \$10,000,000 and to double the common capital stock from 150,000 shares to 300,000 shares no par value. The meeting of preferred and common stockholders was held in the main offices of the store.

In addition to voting on the increase, stockholders were asked to authorize the following changes in the rights, privileges, terms and conditions of the common and preferred stock:

"The corporation shall redeem not less than \$100,000 par value of the preferred stock in each of the years 1932 and 1936, inclusive, and not less than \$200,000 par value thereof in each of the years 1937 to 1941, inclusive and in the year 1942, and annually thereafter, until all outstanding preferred stock shall have been redeemed not less than \$300,000 par value thereof.

"No dividends shall be declared or paid at any time upon any shares of any other stock of the corporation, unless and until (commencing with the year 1932) deposits with the trustee for redemption of preferred stock in accordance with the provisions hereof for the current and all preceding years shall have been made or set apart out of the corporation's surplus and net profits. So long as any preferred stock is outstanding no dividend shall be declared or paid upon the common stock if the effect thereof be to reduce the corporation's surplus net profits below \$700,000."

Stockholders voted to authorize such additional stock to be issued and disposed of by the board of directors of the company at such time and upon such terms and conditions as the board shall from time to time determine, and "to take such other action in respect to the foregoing as may be necessary and advisable."

Leadership-Creed of Abraham & Straus

A card imprinted with the credo of Abraham & Straus department store now hangs on the walls of the executive offices of the various functional groups. The subject of this creed might be called "The Need for Leadership." Here is the way it reads:

"Leadership of Abraham & Straus. There are two kinds of retail leaderships; one is the recognized standing each store has in the trade; the other is the place the store occupies in the minds of consumers.

"What leadership is. Leadership is supremacy acknowledged by a industry or a community because of what an organization does and how it does it. The industries from which we buy our goods judge us by our responsibility, our ingenuity, our importance, our fairness. The consumer to whom we sell, their availability, their desirability, their sales value.

"How can leadership be established? (a) By complete stocks and courteous, intelligent service (availability). (b) By being the first to show new styles (desirability). (c) By constantly improving the quality of items and lines offered (values).

"It should be the avowed purpose of every merchandise executive in A. & S. to establish leadership in each department through observance of the three following principles:

"First. Stock."

"Second. First with new merchandise.

"Third. Make it better.

"Let us carefully examine every proposed purchase of merchandise and every advertisement we prepare and each sale that we make, to be sure they are in accord with the foregoing principles of leadership."



WHAT THE POTTERIES ARE DOING



No Wage Advance Expected

There will be no change made in the generalware wage scale during the current wage conference now in session at Hotel Chalfonte, Atlantic City, N. J., between the Labor Committee of the United States Potters' Association and the representatives of the National Brotherhood of Operative Potters. This was the sentiment of the manufacturers of this district, expressed last Wednesday night. "There has been no reduction in wages, but the market on dinnerware is lower. Therefore there will be no change in the wage scale," was the statement of the manufacturers. At a general meeting of the members of the Potters' Association held ten days ago here, the Labor Committee of the group was fully advised as to the wishes of the employers, and it has always followed that the Labor Committee has respected the instructions so given. "You can never tell what is going to happen," commented John T. Wood, President of the National Brotherhood of Operative Potters before leaving for Atlantic City to take part in the joint conference. The wage conference will discuss 23 proposed changes in the present wage scale, two of these proposals seek a direct increase in wages. Other proposals seek certain changes in shop conditions which have as a background a wage increase. "We are not asking for a single change in the present wage scale, neither do we propose to agree to anything that has been asked," is the official information that the Labor Committee of the Potters' Association conveyed to the conference committee of the Brotherhood of Operative Potters when the joint conference opened. W. E. Wells, chairman of the Labor Committee and John T. Wood, President of the Brotherhood were respective chairmen of the joint conference, while the secretaries were Charles F. Goodwin of the Potters' Association and John T. McGillivray of the Brotherhood. "It is simply out of the question to agree to any wage increase while the generalware market remains in its present condition," announced one manufacturer, while another suggested, "with plants operating on reduced schedules, no chance exists for a wage advance under any conditions."

George T. Bratt, western salesman for the Edwin M. Knowles China Co., left last Saturday for a brief vacation in Michigan, and upon his return will immediately leave for his usual summer trip over the western states.

Hugh Nevin, office manager for the Knowles, Taylor & Knowles Co., will return to his desk within a few days from a summer holiday which was spent with friends in York State, his former home.

Holmes Appointed Head of Engineering Department

Announcement has been made by Ross C. Purdy, secretary of the American Ceramic Society, that M. E. Holmes of Columbus, O., has been appointed head of the new ceramic engineering department recently created at the School of Mines and Metallurgy at St. Louis, Mo. During the last three years Mr. Holmes has been associated with the Ceramic Experiment Station at Ohio State University.

Business Only Nominal

New business with generalware manufacturers in the eastern Ohio territory is only in nominal receipt. Occasional mails are active while others are very slow. Collections are being placed at from fair to good. Those in charge of sales departments hold the view that little change if any in the present situation will be noted until September, at which time fall buying is expected to show some activity.

Syndicate stores are admitted to be the most active buyers in the market at this time, and this rule has been maintained for some months. Department store business is very slow, and it has been so for quite a period of time. Throughout the season there has been quite a demand for short sets, and this in itself has changed production schedules materially. It is pointed out that the way houses are being constructed these days in addition to the popularity of the small apartment no space is being provided for the keeping of a 100-piece set, which in former years was in general demand all over the country. It is also admitted that when a retail purchaser does order a short set there are not enough pieces to set a full table as in the days of old. The larger plants in the district are operating on steady schedules, while others are doing but four days a week. Shipments are being made with considerable promptness throughout the district, and buyers are not complaining along this score as they did during the war period and the few years preceding.

Ivory Body A Good Seller

Demand for the ivory body dinnerware shows considerable steadiness. Department stores that have installed these patterns are continuing to place repeat orders, and the specifications now being received are for larger amounts than those placed earlier in the year. It now appears that the ivory body has been pretty well established, and that it will continue in steady movement for some years to come.

Paxon To Make Hotel Ware

The Paxon Pottery Co., at a cost of approximately \$100,000, has had plans prepared for the erection of a new plant on a three acre site at Los Angeles, Calif., this being the second unit to be built by this interest. As it is reported the Pacific Coast trade consumes upwards of \$3,000,000 worth of vitrified hotel and restaurant china annually, The Paxon Co. is of the opinion that it will share to a large extent in this demand. The original plant of this company has been producing a general line of dinnerware for some years, but when the new factory is ready for operation both units will be confined to the production of vitrified hotel ware. The company is the first on the Pacific Coast to enter the hotel china business.

Art Pottery Plant In Miami

A line of art pottery is proposed to be made in a new plant now being planned for Miami, Fla., by A. Murray Allen of that city. The company is now said to be in process of formation.

The Business Men's Association at Boonville, Ind., has suggested the laying of plans to secure the location of a generalware pottery there, according to word received in this district.

Brings Action Against Sebring

An action has been filed in the United States District Court at Cleveland, O., by the American Dressler Tunnel Kilns, Inc., New York City, against the Sebring Mfg. Co., wherein is sought the recovery of \$113,000 and interest over a period of seven years. The plaintiff has set up the claim that it had contracts with the Saxon China Co., of Sebring, now a part of the Sebring Mfg. Co. The latter interest announce that the suit is more of a test case than an actual action for a judgment.

It is generally believed here that when the plant of the Chelsea China Co., New Cumberland, W. Va., is put up for auction Aug. 24 that financial interest at Wheeling, W. Va., will buy it in. Some time ago the company sold its molds, blocks and cases to other hotel ware manufacturers. The first tunnel kiln to ever be erected in a pottery in the upper Ohio Valley was at this plant. The plant has had a rather checkered career so far as operation is concerned, it from time to time being in the hands of various concerns. It was originally built as a generalware pottery.

Illinois China Co. Increases Capacity

While enroute to New York City on business, James Shaw, general manager for the Illinois China Co., at Lincoln, Ill., stopped off in this district for a few days. Mr. Shaw announced that a new glost kiln recently erected at this factory is being fired for the first time, which gives the plant a capacity of nine kilns, all in the production of vitrified hotel china.

SPAR MINPRO

Means Uniform Quality

THERE is no departure from the quality which users of feldspar anticipate and must have to insure the excellence of their production.

The reputation of Minpro Feldspar for uniform quality and prompt deliveries makes it the premier spar for Potteries and Ceramic industries. The large supply available enables us to meet your requirements.

Test samples are convincing proof of Minpro purity. We will gladly furnish these and any information you desire.



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U. S. Trade in 1925 at New High Peak, Government Figures Show

Department of Commerce Reports Big Development
—Not Due to Booms—American Living Improved

UNITED STATES industry and commerce during the year 1925 reached the highest levels that have ever been attained, according to the Commerce Year Book submitted to Secretary of Commerce Hoover by Director Klein of the Bureau of Foreign and Domestic Commerce. This is true, it stated, without even the exception of the years of abnormal war activity.

Business conditions during the year, Dr. Klein reported, were the consequence of a steady development which started in 1922. The progress of business during the intervening years, he said, had been uninterrupted, and the resulting prosperity of last year was not characterized by any form of credit inflation or boom psychology, although heavy speculation was noted on the security markets.

The basic reason for the greater volume of business, Dr. Klein declares, has been the increasing efficiency of industry and commerce. Generally speaking, the report indicates, the standard of American living has been improved to a large degree, and the prosperity which has swept the country has been well divided among all the several classes.

Particularly characteristic of 1925 business, the report declares, was its steadiness throughout the year. "Disregarding January, normally the lowest month of the year in manufacturing industries," it states, "the monthly index of general production showed a range of barely 7 per cent, and the variations were largely due to seasonal causes. This contrasts with a range of roughly 20 per cent in each of the two preceding years. During every month of the year, with a single exception, manufacturing industry was more active than during the corresponding month of any previous year and the year closed with the manufacturing index higher than at any preceding year end.

"Although there was no inflational speculation in commodities during 1925, such as had characterized 1919 and 1920, the prices of a number of important farm products average higher than in 1924, while there was an extraordinary rise in rubber and considerable advances in certain other import commodities.

6 PER CENT UP ON YEAR

"These factors brought it about that the average all-commodity wholesale price index for the year 1925, taken

as a whole, stood about 6 per cent higher than in 1924, and higher than any previous year since 1920.

"The railroad traffic of 1925 was equal to if not greater than that of the previous peak year in transportation history, 1923. Although the number of tons of freight carried was somewhat less, average hauls were longer, so that ton-mileage was slightly greater than in 1923.

"Save for the fact that part of the great increase in value of imports in 1925 was due to unreasonable price advances brought about by foreign governmental control of commodities, the condition of American foreign trade last year was exceptionally favorable. Exports were 7 per cent greater than in 1924 and 18 per cent greater than in 1923, these increases being due almost wholly to larger quantities and not to advances in prices.

"While some branches of agriculture have not yet recovered from the injury wrought by the great slump in prices of farm products in 1920 and 1921, the situation in general during the past two years has been more satisfactory than before, and, on the whole, the year 1925 witnessed some improvement as compared with 1924.

"For a long time prior to the war agricultural exports were becoming steadily a smaller proportion of our agricultural production and of our total exports. The extraordinary stimulus of the war temporarily checked this tendency, but in the last year or two it has apparently begun to reas-

sert itself. The depressed situation of several recent years in certain branches of agriculture was largely due to the abnormal and temporary unbalancing of output among the different classes of agricultural commodities.

"The price indexes of the several major groups of farm products are on the whole getting decidedly nearer together than they were a few years ago, indicating that this unbalancing has been to a certain extent corrected. However, the present low prices of coarse grains, used chiefly as feed for animals, may indicate the need of further adjustment of acreage. The great diminution of the number of horses and mules in cities and towns and on the considerable decrease in the number on farms, both resulting from the greater use of automotive vehicles and tractors, has cut down the demand for these grains."

The guidance of our mind is more important than its progress.

Week's Price Average 149.0 P. C., Says Fisher

Prof. Irving Fisher, of Yale University, announced that last week's prices averaged 149.0 per cent of the pre-war level. The purchasing power of the dollar was 67.1 pre-war cents. Crump's index was 141.1.

The Italian index ending July 17 was 674.5.

Index numbers for the last five weeks follow:

	Fisher	Crump
July 25	149.0	141.1
July 18	150.2	140.5
July 11	150.8	141.0
July 5	152.0	140.6
June 27	152.0	140.2

See the
PERMANENT EXHIBIT
of
Dinnerware and Pottery



John L. Pasmantier
& Sons
Wares to
Promote Sales



The
Crooksville China Co.
Makers of Columbia and
Hostess Dinnerware



The
Brush Pottery Co.
Art and Utility Ware

At Five West Twentieth Street
New York



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REQUIRES ART
JUDICIOUSLY APPLIED

Our Japanese Art Objects will
suggest proper places for them-
selves.

Useful as well as ornamental
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Flowers, Lamps and many
quaint novelties for gifts.

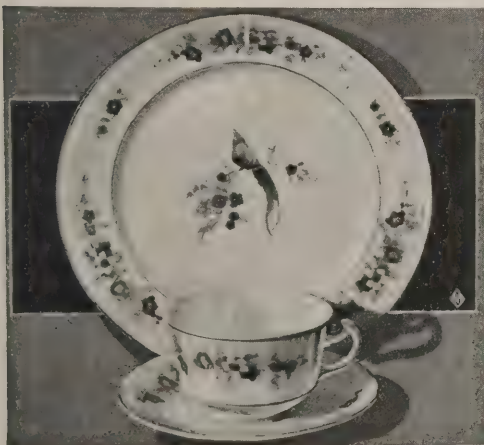
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IMPORTERS OF JAPANESE GOODS

105-107 E. 16th St.
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CHINA CO
U. S. A.



H 27 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

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Representative

CHICAGO OFFICE

348 Morrison Hotel
Gordon A. Weese
Representative

CHICAGO OFFICE

312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

CONDITIONS in this section continue excellent and the usual midsummer dullness is less than normal at this time in many lines, according to the R. G. Dun and Company review of the week's business. The local business situation is well reflected in this report, which goes on to say: "The two largest mail order houses reported increases of 17.2 per cent and 10.52 per cent respectively, for July over July of a year ago. Car loadings for the month of July showed substantial increases for the larger systems with Chicago headquarters, and serving western and northwestern territory. Retail trade continues good for the season, while wholesale dry goods distribution is reported about the same as a year ago. Road sales are reported running ahead of last year. Half year earnings reports of local companies show gains over a year ago in a majority of cases."

The Fields Furniture Co. has leased the three story building at 3146-48 Lincoln Ave., for fifteen years at a term rental of \$240,000. The company will open a retail furniture store in the building on Oct. 1.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

C. D. Peacock, Chicago jewelers, will add a complete gift department on moving next April into their new store in the new addition to the Palmer House now under construction.

The Fifth Annual Chicago Gift Show was brought to a successful close Saturday, August 7th, breaking all attendance records. The official registration up to noon on Saturday was 2,050. There were many lines of glass and pottery shown, these being mostly fancy glassware and art pottery. There was some table glassware displayed and one line of dinnerware shown.

The Excel Sample Furniture Co., an Illinois corporation, recently increased its capital stock from \$5,000 to \$10,000.

A. W. Hollman, of the Fred A. Hollman Co., Green Bay, Wis., was a visitor the latter part of last week.

W. C. Deitemeyer, of Rudge & Guenzel, Lincoln, Neb., was among the many visitors in this market during the past week.

The Fair Co. sales for July were \$1,079,992 against \$1,640,136 during the same period a year ago. Sales for the seven months period were \$12,128,838, against \$12,090,869 a year ago.

The E. Komie Furniture Co., 3254-56 W. Roosevelt Road, has been incorporated with a capital stock of \$20,000 to deal in, acquire and manufacture goods, wares and merchandise and to conduct a mail order merchandise business. The company was formed by Seymour T. Komie, Emanuel Komie and Sidney D. Komie.

New Incorporations

Aladdin's Lamp, Inc., Newark, manufacturing lamps, \$50,000; and 1,000 shares, no par; Harry Nadel, Rebecca E. Shannon, Emily H. Prach, all Newark, (Atty., Chas. L. Hedden, same address.)

Cincinnati Glass and China Decorating Co., Cincinnati, O., has been incorporated at Columbus, O., with 200 shares, no par value, and 50 shares of \$100 each by Albert Bronsther, Herbert Bronsther, John H. Doyle, Owen T. Taphorn and James J. Benz.

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown Phone
Etchings, Cuttings Central 3497
and Iridescent.

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. National Glass Novelty Co.
Susquehanna Cut Glass Burke Studios

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 980

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street

Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

Chicago News—Continued

manent display rooms of the local china and glass trade while here for the Gift Show were the following: Clarence Hendrian, Halbach Shroeder, Quincy, Ill.; Miss McMurney, Linn & Scruggs, Decatur, Ill.; Miss Pfeuder, C. H. Little & Co., Freeport, Ill.; John Erickson, Allan's Crockery Store, Rockford, Ill.; Miss L. Price, L. V. C. E. Shops, Kansas City, Mo.; Mrs. Helfrich, Helfrich China Store, Henderson, Ky.; Harry Wheelock, Geo. H. Wheelock & Co., South Bend, Ind.; Mr. Ring, Schantz & Ring, McComb, Ill.; C. P. Barnhardt, A. B. C. Dry Goods Co., Newcastle, Ind.

West End Resumes Operations

Following a summer idle period extending over a period of three weeks, the plant of the West End Pottery Co. here has resumed operations in all departments.

Potteries Adopt Group Insurance

Group insurance for their employes has been subscribed for by the D. E. McNicol Pottery Co. and the Thompson Pottery Co., East Liverpool. The coverage for the Thompson Pottery Co. group amounts to \$152,500 while that for the McNicol employes amounts to \$77,500.

What the Potteries Are Doing

New Homer Laughlin Tunnel Kiln Ready

The tunnel kiln recently ordered erected at the No. 4 plant of the Homer Laughlin China Co., is ready for operation, and the first cars are expected to be withdrawn from the kiln within the next few days. The operation of this kiln will give this plant a larger capacity than formerly, so far as production is concerned, while in the decorating department of the new No. 6 plant of this company the second decal decorating machine is being erected, the first having been placed in operation there early last spring. By making use of all modern appliances for the production of dinnerware, the Laughlin company is continually increasing its output.

Tickell Leaves on Trip

William Tickell, eastern representative for the Smith, Phillips China Co., has left for his first trip over this territory with this line, with which he became identified July 1.

Knowles Bridge Sets Popular

The new Bridge sets recently placed before the trade by the Edwin M. Knowles China Co. are being ordered by distributors in very liberal quantities. These sets are being shown in a variety of decorations, and in various assortment as to the number of pieces. The specialty has been one of the most popular ever issued by this firm.

Adopt Retail Program

The report of the Program Sub-committee at Chicago, on August 3, outlining a schedule of activities was adopted recently by the Retail Committee of the Illinois Chamber of Commerce. During the coming fiscal year the newly organized retail section of the body will devote itself to improving retail practices in Illinois, make a study of improved selling methods, adopt a legislative program, issue bulletins, and promote a better understanding between manufacturer, wholesaler and retailer. The plan of establishing a central credit clearing house that would help merchants in the smaller towns with their problems of credit extension also came up at the meeting.

What the New York Market Is Offering

Many Excellent Items Being Offered for
Fall Sales by New York Wholesalers

Myott's New Shape and Array of Patterns

A call at the salesroom of Justin Tharaud, Inc., 24 West 23rd St., American representatives for Myott Son & Co., Hanley, England, will prove a treat for buyers in quest of something decidedly good for their dinnerware departments. The feature of the fall display, which is now all in readiness, is the brand new "Trafalgar," a most graceful twelve-sided shape, cleverly worked out as to proportion and with an eye to its possibilities for the application of a diversity of decorative ideas. This is made in a rich ivory body, of course. A feature of the shape that should be mentioned too, is a new flat platter which lends itself ideally to the twelve-sided shape. As to decorations, there are at least fifty from which to make a choice and it might be mentioned, there is something to suit any taste, ranging as they do, from the simplest border arrangements, to the art nouveau effects, as well as those of an English type of treatment. Of the latter, some very lovely all-over gay chintz and cretonne patterns are destined to enjoy wide popularity. Then there are quite a number showing a Chinese influence in their conception in new colorful treatments and unusual combinations that are quite delightful. In short lines from the same factory, there are charming bridge sets which employ a variety of rich solid colors in connection with bird and floral borders, centers, etc. One which attracts immediate attention is a solid color band or border in rose, canary or turquoise with embossed floral sprays in white which stand out in relief. The sets consist of eight cups and trays, tea pot, sugar and creamer. The trays introduce new fancy oblong and triangular shapes which are unusually good. There are also artistic decorative ideas and beautiful colorings brought out in an interesting showing of tea sets, service plates, etc.

Well Known Lion Brand Enamel Ware On View In New Salesroom

Oberlies Importers, Inc., are permanently located in their new showrooms, 10 East 19th St., New York. The spacious rooms give the firm ample space for displaying their fine line and also offers splendid shipping facilities. Being located in a building situated in the heart of the china district, provides an easily reached location for the visiting buyer. The concern is showing the well known "Lion Brand" enamel ware from the Gebrueder Baumann Amberg factories, Germany, and chinaware. The "Lion Brand" (Stransky Steel Ware) needs no introduction. Substantially, perfect color and enameling and sanitary features have been responsible for the sustained demand of this fine ware. An excellent new number of this ware is a cooker outfit, which is moderately priced and does the

work of cooking a meal without the watchful eye of the mistress of the culinary department. Several cooking vessels come with this dependable cooker. Another fine number is an air-tight preserve jar which comes in several sizes. This jar will preserve foods; soups and other edibles for over a year in perfect condition. Its "tight-seal" features keeping them sweet and in an appetizing condition for an interminable length of time. The long list of objects in the "Lion Brand" comprises all the necessary table and culinary items, in all white, blue with white lining, brown with white lining, mottled and a new beautiful light blue with white lining and a line of cake stands for restaurants, tea rooms, etc. The firm is well equipped to ship large quantity orders at reasonable notice.

Two New Shapes from Heinrich

An attraction at the salesroom of Wm. G. Mueller, Inc., 49-51 West 23rd St., are two new dinnerware shapes from the well known manufacturers Heinrich & Co., for which the concern are American representatives. Buyers will want to avail themselves of an early opportunity to see these as they are most attractive. A fancy shape called the Parisfal is quite different. The casserole is made in a size that is entirely adequate for service for a family but yet is small enough to make it popular with the small apartment dweller. Its daintiness appeals to the eye at once. It is a twelve sided shape with a beaded edge embossment with pleasingly shaped handles and knob. The beaded embossment is carried out on all the pieces throughout and the manufacturers have employed some wonderfully clever decorative creations in connection with this feature which are as original as anything seen on the market in some time. The Senta is the name of the other shape which is entirely different but equally pleasing in its way in a low round effect with gracefully shaped handles that add considerably to its appearance. This too is shown in an array of conventional treatments as well as a variety of novel patterns in both design and coloring that undoubtedly will make excellent sellers. Aside from the new shapes there are various new and decidedly striking treatments in service plates.

New Items in Vebo Art Glass

At the J. H. Venon, Inc., showroom, 104 Fifth Ave., may now be seen their new Vebo Art Glass, samples of which have just been received by them. This line brought out to match their popular stemware line is in a new shell optic in all colors and may be procured in complete assortment of items.

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

F. WINKLE & CO., Ltd.

Earthenware

ADDERLEY'S, Ltd.

China and Earthenware

W. MOORCROFT, Ltd.

Art Pottery

STEVENS & WILLIAMS, Ltd.

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All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

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E. J. Nickey,
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F. A. Miner,
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Rochester, N. Y.

E. E. Wilgus,
Rooms 35-36-37,
111 Summer St.,
Boston, Mass.

Earl W. Newton &
Associates,
9 N. Wabash Ave.,
Chicago, Ill.

Western Glass
Products Co., 149
New Montgomery St.
San Francisco, Cal.

Western Glass
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L. C. Smith Bldg.,
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Buyers



ROSE MARIE

The

NATIONAL CHINA CO.

SALINEVILLE * * OHIO.

Excellent
Quality
Sells Easily
is priced
Reasonable
and Shipped
Promptly

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



No. 1820 Dolphin
Console Set

Representatives

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200 Fifth Avenue

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SAN FRANCISCO
Himmelstern Bros.,
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Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

There's a Place in Business for Everybody

INTO the life of every business man (yes, we've experienced it the same as you have) sooner or later comes the temptation to throw all policy to the four winds and cut the standard of work to meet the press of competition.

It usually comes after several particularly juicy jobs have been lost because "your prices are too high, we can get it from Jones for 30 per cent less." Normally, your tendency would be to tell this sort of buyer to "go to Jones and get it then," but this once you falter on the brink of indecision.

We have all felt, at times, that urge to cut the quality and depend on the cheap prices to corral a heap more business for us.

Some of us can't resist the subtle lure, and fall. And the minute we do we're licked. Oh, we know how it feels, the discouragement and all of that, and yet there seems to be a class of buyers who parallel our desires, and will not be satisfied with anything but quality, price to the contrary notwithstanding.

We are reminded of a printer (and where is there a greater cut-throat business than printing) up New England way, who has repeatedly taken a licking on the price question, yet who has never once faltered from his firmly established policy.

One time he did a particularly fine piece of work worth every penny of its cost. When the day came that more of the work was needed, the purchasing agent of the concern that was on the buying end took the notion to shop around.

He found another printer who said he would do the same job for 60 per cent less. When it was delivered, two weeks overdue, by comparison with the original, it was as a paste diamond against the real thing.

Yet the purchasing agent was satisfied. Blinded entirely by the price, failed to see that the second printing did not create the wonderful impression the first piece did. Little faults in paper, type, rules, ink, and so on, were lost on him. And yet that piece of printing advertised a product that cost several thousand dollars.

Finally, a third order of this printing was contemplated, and the first printer made an effort to get it. He was told that his price was too high, and shown the figures at which the second order was given.—*The Bulls-Eye*.

Host to London Store Men

The visiting delegation of fifty buyers and store representatives from Selfridge's London, were guests Wednesday of the Wanamaker New York store. After a morning tour of the store, the group, under the leadership of Henry Seal, display manager of Selfridge's were guests at a luncheon in the store restaurant.

Grover Whales was toastmaster and introduced Joseph H. Appel, who welcomed the visitors in behalf of Rodman Wanamaker. He said that the interchange of ideas was

a great force in business today and welcomed the opportunity to learn from the guests as well as to show them, American business methods.

R. H. Macy & Co. will today, Thursday, be the hosts of the fifty members of the Selfridge staff, at a luncheon to be given in the council luncheon room on the thirteenth floor of the store.

Jesse Isidor Straus, president of Macy's, said the members of the store's council, will act as hosts.

The visitors under the chairmanship of Mr. Seal, recently arrived here on the Cunarder *Tuscania*.

Next Monday they will leave for Niagara Falls, Detroit, Chicago and Philadelphia.

This visit is reversing the former order of procedure, when buyers and others of London used to go to Paris, Berlin and Vienna for information, and Americans used to seek data in the same cities. It is a recognition of American commercial methods as leading in the department store field, it was said at the Macy store.

As a result of the tour, Selfridge's department store in London promises to become more Americanized than ever. It was founded by Gordon Selfridge, of Chicago, being the first store of the kind to be run on American methods in London. Notable success has attended the operations of the store.

German Table-Glass Syndicate Fails to Materialize

The recent endeavors to establish a table-glass syndicate in Germany evidently have been unsuccessful. A determined effort was made a few months ago to organize a syndicate among the Saxon glass manufacturers, but negotiations have been checked pending an agreement with the Bonn Association in regard to organizing the regional associations into a general cartel. It is believed that the prospects for either a Saxon syndicate, or one covering the entire industry of Germany, are dubious. If no agreement can be made some of the weaker producers may have difficulty in operating, as competition is very keen in the industry.

Improvement Noted in the Italian Industry

The Italian glass industry has developed considerably recently, partly on account of technical improvements in machinery, and the increasing substitution of mechanical for hand labor, and partly through the intense activity in the building industry. The ordinary glass works have been occupied at full time, with satisfactory results, especially in the production of windowpanes, mirrors, and glass vessels. The production of artistic glassware has increased, with improved technical and decorative methods, and the industries of artificial marble and refractory materials have increased their output.

BUYERS

Tear out this page as a reminder
when in New York, to look over

Our Fall Lines Now Ready— Right Merchandise at the Right Price

Imported China and Earthenware and Domestic Glassware

Our new lines of German and Czecho Slova-
kian china await your inspection.

We have a full assortment of dinner ware, ser-
vice plates, colored lustre tea sets, cake sets, salad
sets, cups and saucers, cereal sets, china vases, etc.

Our new line of glassware includes a wide
choice of colored barrel shaped liquor sets, wine
sets, water sets, console sets and a nice assort-
ment of colored art glass vases.

Two optic shapes in imported lead blown iri-
descent stemware are in stock. We have the sole
agency for this line covering United States and
Canada.

OTTO GOETZ, Inc.

122 Fifth Avenue, Bet. 17th and 18th Streets, New York

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Joseph H. Schwartz

10 West 23rd St., New York
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We're selling a raft of 31
piece sets.

Three good numbers are now
available at special prices—

We also feature Roman Gold
Handle dinner ware in

31, 42, 50 and 100 piece sets.

We always have something
new for special sales—we
welcome Buyers.

See Us

For Your Fall Requirements

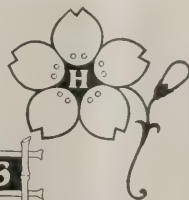
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HARUTA & Co.

IMPORTERS OF

JAPANESE GOODS

141-147 FIFTH AVENUE
NEW YORK



This is one of our newest designs beautifully
embossed on Blue Lustre background. A
complete line for Fall Stock is now ready for
your inspection.

New England Showrooms:

C. W. Pingree, 99 Bedford St., Boston, Mass.

Says High Pressure Selling Is Hurting Trade

High pressure selling is endangering some lines of trade and tending to undermine safe credit, according to the National Association of Credit Men, in a statement issued recently to the association's 30,000 members in the fields of manufacturing, wholesaling and banking.

"Frequently innocent and perfectly laudable devices for the increase of distribution grow unconsciously until they become a dangerous menace," Executive Manager J. H. Tregoe said.

"It is quite customary for commercial financiers to place the blame for failure upon the debtor and not realize that credit is a two-handed affair, wherein he who gives and he who accepts have mutual obligations. If a merchant goes under through overbuying, is it his fault alone, or the fault equally of those who failed to make a proper test of his capacity to sell? 'Getting out the goods' is a popular slogan for the sales department, but to get out the goods under any condition and without considering the capacity of buyers to resell them is a one-handed game with a back-fire, and getting out loanable funds too frequently overrides the judgment as to how the funds will be used and if borrowers have the capacity and the projects to safely use them.

"The whip handle in credit is held by him who has commodities to sell or funds to loan and not by him who will exchange his credit for the commodity or the funds. It would seem to be an equal responsibility that in distribu-

tion on credit terms the capacity of the buyer or borrower should be measured and that they ought not to be overloaded with goods they cannot properly sell or funds that may be used improvidently."

New Incorporations

Certificate of incorporation has been filed with the Secretary of State, New York, by the Irving Glass Mirror Corp., capitalized at \$20,000. I. I. and C. I. Glass were the incorporators. The attorney was S. Mattison, 43 Exchange Pl., New York.

"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**

made in America

Sells because its
serviceable,
sightly and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

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We make the "LINES THAT SELL."

Here's a Present for Our Advertisers

As an exclusive service for its yearly advertisers the CROCKERY AND GLASS JOURNAL will mail each month a printed pamphlet containing a complete list of NEW BUSINESSES, FAILURES and BUSINESSES DISCONTINUED in the trade. This list, which is exclusively controlled by Demarest Publications, Inc., for publication in the china, glass, house-furnishing and lamp trades, will include every state in the Union.

NO EXTRA CHARGE FOR THIS SERVICE

The extraordinary part of this service is that it is furnished to our advertisers absolutely without cost and gives invaluable information that can not be obtained elsewhere.

IF YOU ARE NOT AN ADVERTISER

It would work to our mutual advantage to have your advertisement in the CROCKERY AND GLASS JOURNAL but you can obtain this valuable and exclusive service complete every month covering the entire United States for the nominal sum of \$50 a year. Single copies may be had for \$5.00.

Send your order now to the

CROCKERY AND GLASS JOURNAL

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TRADE MARK
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H
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

WE offer to the Department
Store Trade highest qual-
ity ware and distinctive decora-
tions in commercial borders.
Prompt and courteous service.

Representatives

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President

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

The Crockery & Glass Journal
47 East 17th Street
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**Receiver's
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Real Estate, Machinery and
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Bottle Co.**

on the premises

Wheeling, W. Va.

Monday, Aug. 23rd, 10 a. m.

Real Estate, Machinery and
Equipment

of

Chelsea China Co.

on the premises

New Cumberland, W. Va.

Tuesday, Aug. 24th, 10 a. m.

By order of

DOLLAR SAVINGS & TRUST COMPANY,
RECEIVERS,
WHEELING, W. VA.

For catalogues and detailed information, please
communicate with

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NEW YORK

DID YOU EVER STROLL UP ∽ FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Lists Advantages of Quota-Bonus

Jordan Marsh Co., Boston, explains to its sales staff that a quota is a standard measure of sales based upon salespeople's wages and sales by months consecutively for the last five years.

"The quota basis is a wage percentage of department sales," the statement continued. "When wages are spoken of, the department's wages—the department sales, not individual sales, is usually meant.

"The wage percentage of the last five years is considered fair because it is a long period, covering good and poor years, tending toward an average.

"With the average percentage of wages to department sales, commonly termed as sales costs, it is used on the individual salary of the salespersons to determine the quota.

"Sales quotas are made up in advance each month. Consequently the expected figures are based upon the department's past experience, and in order to earn a weekly wage quota sales must be made.

"Variation in quota from month to month is due to the change in business.

"The sales cost changes from month to month and from year to year, because of the fluctuation in business, consequently the quota changes in the same manner.

"The quota-bonus is an excellent guide for the salesperson, because it tells them the amount of sales they should have to make their department pay.

"If each salesperson would carefully enter their sales each day upon the quota card received as a guide they would help themselves to become more active and interested workers.

"The quota-bonus card should be totaled each month and turned in to the department managers, who will forward it immediately to the quota-bonus department. After the quota-bonus is paid the card will be returned to the fellow worker with official figures in comparison.

"On all sales over the quota the salesperson is paid 2 or 3 per cent, depending upon the department he happens to be in.

"The bonus is an additional compensation to regular salary exceeding the quota and is given as a reward for extra effort and ability."

Ship Decoration Vogue Continues

The vogue of ship models for home decoration continues strong. With the lowering of prices of these items from their former high levels more stores throughout the country are handling them. The result is that sales are expected to be good throughout the Fall. Wholesalers' quotations are now such that a fairly good model, rigged by hand and finished well in the antique style, may be retailed from \$20 to \$25. Cheaper ones to retail under \$10 are also being shown. The models are not only being produced in wood, but also in metal, in which the caravels of Columbus and the ships of the Pilgrims are faithfully reproduced.

Oberlies Importers, Inc.

Crockery Household Utensils and Lion Steel Ware

Richard M. Schmidt, Representative

The Best Enameled Ware

The Ware That Wears

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Successors to

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Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
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and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

K. G. I. *Aims to* SATISFY

KOPP GLASS, Inc.

Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

SALESMEN WANTED FOR POTTERY SPECIALTIES AS A SIDE LINE

A WELL-KNOWN manufacturer of pottery, lamps, candlesticks, wants salesmen to handle these products as a side line, selling to jobbers, the premium trade and large department stores. We believe this will be an excellent side line for right parties. Box 561, CROCKERY AND GLASS JOURNAL.

GLASSWARE SALESMAN WANTED

SALESMAN by Manufacturing Company to sell Pressed and Gift Shop Glassware in New York City and State. Box 563, CROCKERY AND GLASS JOURNAL.

LIVE REPRESENTATIVE FOR WEST AND SOUTH

YOUNG experienced salesman with excellent sales record, good appearance, wants to secure saleable line of china and glassware for the Middle West and South. For manufacturer requiring live representation in the above territories here is an opportunity to secure a man of exceptional qualifications. Box 554, CROCKERY AND GLASS JOURNAL.

WANT ILLUMINATING GLASSWARE SALESMAN

SALESMAN by Manufacturing Company to sell Lighting Glassware and Units in New York State. Give reference and salary wanted. Box 562, CROCKERY AND GLASS JOURNAL.

GLASSWARE OR HOUSEFURNISHING LINES WANTED

AN exceptionally well posted salesman with 16 years' successful sales record in the Metropolitan district. Of highest character and natural salesmanship ability, is desirous of connecting with factory wishing unusual representation in New York and vicinity. Has a large following among department stores, gift shops, housefurnishing and hardware stores. Will devote whole time and conscientious effort to the representation of a factory. Box 565, care CROCKERY AND GLASS JOURNAL.

NEW YORK AGENT WANTS TO REPRESENT GLASSWARE LINE

A HIGHLY successful New York agency desires for New York and vicinity a glassware line suitable for the hotel and restaurant trade. Best references. Box 566 care CROCKERY AND GLASS JOURNAL.

Will Not Rebuild Grafton Plant

W. S. Stewart, president of the Tygarts Valley Glass Co., at Grafton, W. Va., has announced officially that the company will not rebuild its plant at Grafton, the factory having been destroyed by fire several months ago. Whether or not the company will erect a factory elsewhere or decide to dissolve the corporation has not been determined finally. A number of communities have sought the relocation of this plant, a bonus being offered in several instances, it is said.

Buyers in New York

AUGUST 9, 1926

Miss Sias, china, H. Seimon, housefurnishings, Mrs. H. Geurking, gift shop, Herpolsheimer Store, Grand Rapids, Mich., 1150 Broadway.

Miss S. Scheffy, gifts, John Taylor Co., Allentown, Pa., Broz-tell.

O. Landers, lamp shade novelties, Elite Lamp Shade Shop, Boston, Mass., Astor.

E. H. Poulnot, housefurnishings, Kerrison D. G. Co., Charleston, S. C., 60 W. 35th St. (W. Van Buren).

P. Rinken, crockery and glassware, Boston Store, Chicago, Ill., 44 East 23rd St.

J. Halpern, housefurnishings, Stix, Baer & Fuller, St. Louis, Mo., 1440 Broadway (Asso. Mdsg. Corp.).

AUGUST 10, 1926

J. Peterson, housefurnishings, Reid & Hughes, Norwich, Conn., 315 4th Ave. (D. G. Alliance).

Miss P. Finch, gift novelties, Meier & Frank Co., Portland, Ore., 212 5th Ave.

F. L. Warren, housefurnishings and lamps, Callender, McAuslan & Troup Co., Providence, R. I., 240 Madison Ave. (Syndicate Trading Co.).

Mrs. C. H. Newman, china and glassware, Miller & Rhodes, Richmond, Va., 315 4th Ave. (D. G. Union).

H. R. Howe, china and glassware, Dey Bros., Syracuse, N. Y., 220 5th Ave. (F. Atkins).

P. B. Weill, housefurnishings, toys and lamps, B. Nugent & Bros., St. Louis, Mo., 112 West 38th St. (Natl. Dept. Stores).

W. McCarthy, china and housefurnishings, Allen W. Hinkel Co., Wichita, Kans., 128 West 31st St. (Weill & Hartmann).

M. W. Mitchell, lamps and toys, C. R. Bear Co., York, Pa., 315 4th Ave. (D. G. Alliance).

L. Wagner, toys, J. N. Adam Co., Buffalo, N. Y., 17 East 39th St. (Asso. D. G. Corp.).

M. Gilmore, china, glass and housefurnishings, Hens & Kelly Co., Buffalo, N. Y., 27 West 33rd St. (Fellows Buying Co.).

T. W. Nugent, lamps, Nugent D. G. Co., Braddock, Pa., Imperial.

E. G. Harrison, housefurnishings, E. G. Harrison Co., Bernesville, O., 120 West 32nd St. (A. Fantl).

Miss F. Kirk, lamps and shades, The Fair, Chicago, 455 7th Ave. (Kresge Dept. Stores, Inc.).

R. Kaufman, gifts, Walsh & Weisman Co., Danville, Ky., Pennsylvania.

W. Gottwalt, housefurnishings, Rike-Kumler Co., Dayton, O., 1440 Broadway (Asso. Mdsg. Corp.).

W. G. Fugate, housefurnishings, Stix, Baer & Fuller, St. Louis, Mo., 1440 Broadway.

C. Heilbron, housefurnishings, J. Goldsmith & Sons, Memphis, Tenn., 128 West 31st St., 7th floor.

C. Sullivan, cut glass, R. H. White Co., Boston, Mass., 432 4th Ave.

Miss I. Gilbaugh, gift shop, Meier & Frank Co., Portland, Ore., 212 Fifth Ave.

AUGUST 11, 1926

O. Furchgott, housefurnishings, M. Furchgott & Sons, Charleston, S. C., 105 Madison Ave. (Mdse. Reporting Co.).

Miss Prager, gifts, The Gift Shop, Dallas, Texas, 455 7th Ave. (Sanger Bros.).

W. M. Jamieson, housefurnishings, Jamieson Housefurnishing Co., Trinidad, Colo., 32 West 35th St. (Jay & Co.).

F. Silbiger, housefurnishings, Meyers Co., Greensboro, N. C., 105 Madison Ave. (Mdse. Reporting Co.).

Mrs. M. Jackson, gifts, Mr. McCarthy, housefurnishings, Cohen Bros., Jacksonville, Fla., 105 Madison Ave. (Mdse. Reporting Co.).

Bottle Factory Discontinues

The plant of the Bellaire (O.) Bottle Co., one of the oldest industrial concerns in that district has passed out. This factory was a "hand" shop from the beginning, and the advent of the bottle machine, which supplanted the hand method of manufacturing eventually caused the company to suspend business and begin arrangements to dissolve the corporation.

Retailers' Summer Trade Tours

Several Ohio retail organizations during the summer months have been conducting trade tours into the territory recognized as within the local trading area.

Lima, Akron, Canton, Kenton and Mansfield are notably among the Ohio cities which have conducted such events.

More than 100 business men, including many retailers, used five large busses to carry out the "friendship tour" into the territory surrounding Canton.

The July meeting of the Mansfield merchants was held at Ontario, a small community near Mansfield. The meeting for June was held at Lexington, another town in the vicinity and it was reported that more than 100 members of the retail merchants division of the Chamber of Commerce attended these meetings.

The "Sociability Tour" of the Lima business men was extended over a two-day period and covered a territory within a radius of thirty to forty miles.

Cutting Failures

For several weeks past it has been an interesting feature of the current commercial situation that the number of business failures appeared to be steadily declining. A material decrease as compared with last year is now noted by practically all commercial agencies and it would seem that the number is still further shrinking as the season advances.

Perhaps this is the most hopeful element in the "prosperity" of which so much has been said in current publications. It grows, of course, largely out of the fact that prices have on the whole been moderately stable for a year or so and that in consequence the business public has been able to count with greater certainty upon the future. The expense of deflation and price reduction has for some years been reflected in business and banking failures. It will be a great relief to the investing classes as well as to the smaller sized active business men if conditions which bring on failures, largely regardless of questions of management, can be steadily eliminated.

Buys Sanger Stores

C. L. Jones, of Kansas City, has purchased a controlling interest in Sanger Bros. stores of Dallas, Fort Worth, and Waco, Tex. The three Sanger stores were recently bought by Stifel, Nicolaus & Co., bankers, of St. Louis, Kansas City and New York.

The Sanger stores will constitute a chain of department stores to be operated by the Jones firm. Mr. Jones is president and general manager of the Jones Department Store of Kansas City, and is a director and large stockholder of the Mercantile Stores Company, Inc.

While the total consideration for the business was not definitely announced, it is understood that the amount involved was more than \$14,000,000.

"The Sanger family is retaining a large financial interest in the new business, as well as remaining actively interested in its affairs."

PETER POTTER



PETER POTTER SAYS: They's many a slip twixt th' cup 'n th' lip. In most cases th' cup kin be replaced but ets darn hard sometimes ta repair th' damage done by a slip o' th' lips.

Fifty-one Years Ago in the China Trade East Liverpool

A correspondent informs us that there are fifty-one producing kilns in active operation in East Liverpool, O., with prospects of more being added during the coming season. In this state there are sixteen other kilns, making altogether sixty-seven kilns in Ohio.

Personal

We had the pleasure of a call from Mr. West, of West, Hardick & Co., of East Liverpool. He reports everything in a flourishing condition in that locality.

The Eagle Pottery Works, East Liverpool, O., are situated on the north bank of the Ohio river, and within a short distance of the Cleveland and Pittsburgh Railroad depot. The Messrs. Bagott are well-known for the superior quality of their Rockingham, Yellow and variegated queensware, of which they will have manufactured this year from \$45,000 to \$50,000 worth. This house was established in 1853. They are running two full kilns.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krauthelm"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ECONOMY GLASS CO., Morgan-
town, W. Va. *D. King Irwin, Repre-*
sentative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147
Fifth Ave.
Pressed and blown glassware. Chas.
L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth
Ave.
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO.,
T. W. Hamilton, Representative, 139
Fifth Ave.

THE ROSBERN GLASSWARE
CORP., 12-14 West 21st St.
Manufacturers of light cut and gold
encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton,
Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albe-
marle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

WESTMORELAND GLASS CO.,
Horace C. Gray Co., Representa-
tives, Fifth Avenue Building.
Pressed glassware, decorated glassware,
novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG.
CO., Fifth Ave. Bldg., Fifth Ave
and 23rd St.
Electric Lighting Fixtures and
Lamps.

VICTOR BRISBOIS, INC., 200 Fifth
Ave.
Room 210, Lamps and Cut Glass.

NORMAN HAWTHORN, 225 Fifth
Ave.
Wrought Iron Lamps. "The Better
Kind," "Ann Murphy Shades."

PHOENIX GLASS CO., 230 Fifth
Ave.
Illuminating glassware, electric port-
ables, oil lamps, etc. Telephones.
Ashland 9024-9025.

THE H. E. RAINAUD CO., 225 Fifth
Ave.
Table, Boudoir, Desk, Piano, and Floor
Lamps in exclusive designs and finishes.
Chas. J. Dela Croix Co., representa-
tives.

THE MAIBRUNN CO., Inc., 44-46
East 25th St.
Lamp Shades and Lamps. Telephone
Madison Square 8860-8861.

DOMESTIC POTTERY

ART INDUSTRIES, INC., 225 Fifth
Ave.
Sole Manufacturers of "Lavinite" Art
Ware, Table, and Boudoir Lamps,
Novelties and \$1.00 Specials.

A. E. HULL POTTERY CO., 200
Fifth Ave.
Manufacturers and Importers, Earth-
ware, China and Glassware.

ROSEVILLE POTTERY CO., 18
West 23rd St. F. D. Van Arsdale,
New York Manager.
Art Pottery—Jardinieres, etc.—Child-
ren's Items.

THE SEBRING POTTERY CO., Se-
bring, Ohio.
New York Office and Sample Room.
206 Lexington Ave. Chicago Office
and Sample Room, American Furni-
ture Mart Building, Spaces 930 and
931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., Se-
bring, Ohio.
M. I. George, Representative, 206 Lex-
ington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, 5
West 20th St.
Quality Dinnerware and Pottery Spe-
cialties. Telephones, Chelsea 8265 and
0540.

COX & COMPANY

120 Fifth Avenue

Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

Glassware

Imperial Glass Company
Huntington Tumbler Co.
Bonita Art Glass Co.
T. B. Clark & Co.
S. K. Bitner & Co.

Dinnerware

The Homer Laughlin China
Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

DECORATORS

FLODEL DECORATING WORKS,
129-131 Fifth Ave.
Dealers and Decorators of Fine Glass
and China. R. H. Floedel, Proprietor.
Phone. Ashland 2355.

LOTUS GLASS CO., INC., Fifth
Avenue Building.
China and glass decorators. Gold en-
crusted, lustre, plate etchings and light
cuttings on colored and crystal glass-
ware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., Fifth Ave-
nue Building.

Representing Fenton Art Glass Co.,
Glassware, cut, colored and plain.
Sterling Glass Co., Fine Heavy
Cut Glass. Westmoreland Glass Co.,
High Grade Table Glassware and
Specialties. Southern Potteries, Inc.,
Decorated and White Dinnerware.
Indiana Glass Co., Pressed Table
Glassware and Lamps. West End
Pottery Co., Dinnerware and Special-
ties. Co-Operative Flint Glass Co.,
Table and Soda Fountain Glassware,
Aquaria, etc. Telephone, Gramercy
6311.

D. KING IRWIN, Fifth Avenue Build-
ing.

Iroquois China Co., Hotel China. Na-
tional China Co., Quality dinnerware.
Paden City Glass Mfg. Co., Table, soda
fountain glassware. Economy Glass
Co., Suite 319, telephone, Gramercy
6571.

THOMAS G. JONES, Fifth Avenue
Building.

Representing McKee Glass Co., Bel-
grade Glass Co., D. C. Jenkins Glass
Co., Mound City Glass Co. Pressed
and Blown Glassware. Telephones,
Gramercy 291-292.

GEO. C. KINDT & CO., Inc., 19-21 W.
24th St.

Manufacturers and Factory Agents.
Brass wares, mahogany goods, serving
trays, mahogany candlesticks, floor
lamps, electroliers, silk shades, silver-
plated wares, decorated basket wares,
toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES
CORPORATION, 1271 Broadway,
corner 32nd Street.

McKenna Brothers, cut, colored and
decorated lines; Utility Glass Works,
Stemware; D. B. Lehman, light cut-
tings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH,
INC., Onyx Building, 1107 Broad-
way, at 24th St.

Seneca Glass Co., lead blown table
and lighting glassware. Pope-Gosser
China Co., dinnerware. Telephone
Watkins 8634.

S. H. SLOBODKIN, 18 West 23rd St.

Representing Canonsburg Pottery Co.,
W. S. George Pottery Co., Atlantic
Cut Glass Works. Telephone, Gram-
ercy 5144.

VAIL AND YOUNG, 200 Fifth Ave.

Representing
The Coshocton Glass Corp.
The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitriified China Co.
W. I. Tyner Pottery Company.

HENRY WITTE, 43 West 23rd St.

Representing Maryland Glass Co.,
Cumberland, Md., and Guerin-Poyat-
Elite, Ltd., Dinnerware Lines.

American China
for
American Homes

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for the Jobber and Syndicate Buyer

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Factories

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9 Kilns



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Paul Joseph,	Murt Wallace,	F. T. Renshaw
200 Fifth Avenue	157 Summer St.	30 E. Randolph St.
Philadelphia	San Francisco	Baltimore
Joseph Tomkinson,	Marsh & Kidd,	Harry T. Thomas & Co.,
1104 Arch St.	617 Mission St.	29 S. Hanover St.

Factory Representative

E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

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If you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?

Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

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“Krautheim”
Dinnerwares

“Schierholz”
Dresden Art Goods

“Royal Dux”
Art Goods

“Venetian Art Glasswares and
Many Gift Shop Novelties”

now being shown throughout the country by our representatives. A postal card will inform you when they will be in your vicinity.

FRED C. REIMER CO., INC.
49 West 23rd Street New York City

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you want

A Job

A Line

A Salesman

A Buyer

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Advertise for it in the Classified
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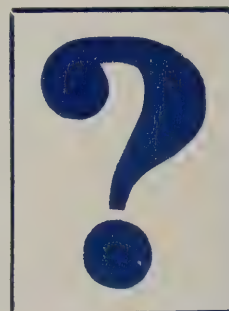


Vol. 103, No. 7

AUG. 19, 1926



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Vol. 103

August 19, 1926

No. 7

AS THE EDITOR SEES IT

Generalware Business Shows Improvement

A decided improvement in the general condition of business was reported by generalware manufacturers in the East Liverpool district

this week. The situation at this time is decidedly improved over the record of even a fortnight ago. Mail orders are better and are calling for larger volume. Numerous buyers have advised manufacturers they expect to visit the market before September 1st.

Production schedules show a slight increase, and while not in some instances very much, yet there is a better tone to the market.

The larger plants in the district, however, are working on far better schedules than some of the smaller ones, and in the latter instance it is said that arrangements are now being made for heavier output.

As the situation now stands ivory body appears to be in slightly increased demand over the white body. In fact it has been the ivory body that has bolstered the market in more than one way during the last four months, following the close of the spring shipping season.

Another factory is to "go into" as soon as possible, according to a report heard here this week. This may be followed by still a second shop going into production on the same body.

Not all salesmen are on the road, but these men will be out in the territory within the next few weeks. Those now on the road are said to be forwarding larger orders than on their last trips.

Big Retail Stores Seeking Special Sales

For quite a period of time many of the larger retail stores have been scouring the market for merchandise for special sales, this indicating that these stores are literally forcing business. In some instances quantity instead of quality has been sought, and at a price. Department managers have been intent in doing all they possibly can to maintain sales records of former years, and for this reason china and glass departments have been making drives on special sales throughout the season.

For some months there has been an active inquiry for tumblers in rather large quantities, and certain buyers have "made offers" for volume stocks, providing particular quotations were named. Some manufacturers have refused this class of business because of the low market offered. Machine plants, however, have been in a position to take on a lot of the lower priced business, and the majority of all machine plants have been working rather steadily throughout the season.

Where Macy Employees Spend Vacations

Big New York Store Maintains Camp Isida
Among Lakes of New York State for Workers—Is Operated in Winter for Convalescents

UP among the Shawangunk hills of New York, beside a quiet lake, stands the old farmhouse that welcomes Macy girls to rest or play during their vacation days.

Behind the buildings of today stretch the years of dreaming and planning, during which groups of girls went off under the leadership of a young college woman, first to one temporary camp, then to another. Then came the exciting times of searching for a permanent vacation house, for the officers of the corporation had become convinced that there was a real need for this kind of outdoor vacation, and the girls who lived so many hours under the strain of present-day business had awakened to this need and had voiced a serious wish for a place where they might be together to enjoy it.

The property that was finally selected consisted of a large double farmhouse, facing directly on a small private lake; three smaller dwellings as well as farm buildings, and approximately 100 acres of land, some under cultivation and the rest woodland. The original houses have been restored and added to until now Camp Isida boasts a main house equipped with sleeping porches, as well as indoor bedrooms; complete hot and cold water plumbing, a spacious living room, a summer dining room and a kitchen, all practicable for winter as well as summer use.

One of the other houses has been added to for summer sleeping quarters, another reserved for the summer house-keeping staff, and the third left for the use of the superintendent's family. The farm has been expanded and developed so that it supplies very nearly all the vegetables and eggs needed for the camp table and frequently enough extra to ship down to the city and sell to the store employees.

During the vacation period Isida is conducted as a real camp. All women employees are encouraged to don knickers and blouses and come for their one, two or three weeks to join in woodland hikes, informal ball games, swimming, boating, tennis, picnics, gay parties, pick-up "shows" and a last evening around the campfire. For those who have begun to outgrow athletics, there are comfortable hammocks, broad shady porches, player piano and a small library. And for every camper, young or old, tired or peppy, there is an abundance of good food, deliciously cooked, week-end parties are organized when space at camp permits and a glimpse into one of the winter reunions, of Isidaites would prove conclusively that the memory of good times and good friends at camp is the one big factor that brings girls back year after year and makes them earnest missionaries to those who don't yet know Isida.

After the vacation season all the smaller houses are closed. In the main house warm draperies replace the summer chintz, lamps and rugs and easy chairs are brought out and things are made ready for the winter convalescents. Only those who are pronounced by the house physician to be beyond the need of actual medical care are sent to camp, but long hours of rest outdoors, long hours of sleep at night, and special attention to diet frequently make that last week or two before returning to work count for more than months of pills and medicines.

Then there is the girl who is not actively ill, but whose resistance has fallen almost to the danger line. Sometimes she may be recommended for camp by the Mutual Aid Association, and receives her sick benefit for the time she is away. Or, if her case is not so urgent, a leave of absence may be advised, and she may go at her own expense if she cares to. In all such cases, the rates are adjusted according to the circumstances, so that a stay at camp never means time of wondering and worrying about how the family is making out financially.

WINTER VACATION

Under the Macy vacation plan, it is possible, if one is entitled to three weeks or more of vacation, to save one week over for the winter, and many girls who feel the reaction after Christmas, are glad to look forward to skating, skiing, sleight rides, corn roasts and evenings around the open fires of Isida. The vacation rates are slightly higher than those for convalescents, because these people are on full salary, rather than two-thirds.

The camp does not, of course, pay for itself in money. The farm and household operate under a budget and through separate bank accounts, which are audited half yearly through the controller's office. The routine operation of camp is directed from the Division of Recreation and Social Service at the store, while matters of general policy or major items of construction are taken up with the vice president of the corporation for his approval. An annual statement is issued from the controller's office, copies of which go to the general manager, the officers of the corporation, the superintendent of training and the camp directors.

And, although the final figure represents a loss in dollars and cents, it is the feeling of the executives and officers that the items that do not appear in black and white, the weeks of good fun and recreation, the spirit of fellowship and active co-operation, the months of absence through sickness that are saved—all these intangible things appear on the human balance sheet, combining to wipe out the money loss and leave a comfortable margin of good will.

U. S. Exporters Forging Ahead

Rapid Growth Seen of Goods Manufactured Here and Sold Abroad

THE fiscal year just closed brought once more into striking relief the rapid growth in American exports of manufactured goods and the immense importance of foreign sales of this class as a stabilizer in our total foreign trade as well as in our domestic industry, according to Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce.

Exports of finished manufacturers increased, as compared with the preceding fiscal year by no less than 16 per cent. They were 60 per cent greater than in 1921-22—only four years back. They were nearly three times as great in value as in the five-year period before the war. Even after allowing for higher prices they were more than double the pre-war average.

This tremendous growth reflects the ever rising efficiency of American industry and the energy and intelligence of American salesmanship in foreign markets, said Dr. Klein.

EXPORTER NOT SCARED

"The American manufacturer has evidently disposed of sundry tattered scarecrows which used to startle his timid predecessors as they ventured along the strange paths of export. He no longer turns back at vague warnings regarding 'slipshod American packing,' 'inadequate credits,' 'inexperienced export technique,' or 'inferior foreign trade financing.'

"These threadbare bugaboos have been most effectively dispelled by the uninterrupted expansion of the overseas markets for our manufactures. Regardless of depreciated European currencies and low wages—in fact, partly because of the low standards of living which they imply—the intelligence and resourceful adaptability of the American manufacturer, backed by a firm policy as to quality in goods and services as against cut prices, have made a place overseas for American fabricated wares which bids fair to continue its steady growth.

"The figures cited below indicate plainly that instead of timorous compliance with every inspired, ulterior demand, our manufacturers, while evidently meeting every proper requirement, are making most effective efforts to raise the standards of living of their foreign customers, to stimulate new desires which can best be met by the specialties of American industry.

"Quite evidently the manufacturing exporter is making rapid headway with such troublesome problems as the selection of adequate agents abroad, the planning of specialized advertising campaigns through the aid of export advertising experts and the skilled analysis of foreign markets—these details are now giving him quite as much concern in his foreign plans as they have long commanded in domestic trade.

"The rapidity of this progress in our manufactured exports should certainly not stimulate any smug complacency on our part. Success in foreign trade has always been contingent upon resourceful vigilance, and with the con-

tinued economic uncertainties of Europe and in view of their far flung reactions, this is emphatically the time for alert watchfulness on the part of our merchants and manufacturers.

"Nor can it be said that we are simply filling the vacancy left by the continued absence of European wares from the certain overseas markets. Our leading European rivals are making rapid strides in the recovery of their overseas trade, and an analysis of these figures for 1925-26 will show that there is comparatively little in our progress which is likely to impede their own.

"Ours is very largely a trade in products which are either based upon our predominance in necessary raw material supplies or in the production of certain specialties of types and grades distinctly different from those which could be shipped abroad in any quantity even by a restored Europe.

"Far from menacing the future of our manufactured exports, there is absolutely no question but that the recovery of Europe implies several vital economic elements in favor of our trade in fabricated wares. A careful analysis of the experience of our exports of these lines during the last six years in certain selected markets in the Far East and Latin America brings out clearly the fact that the expansion of these particular outlets varies directly with the growth of the European demand for raw materials produced in those countries. For example, our sales of automobiles in the Argentine, which in 1925 amounted to \$30,057,958, have been directly stimulated by the steady recovery of European demand for Argentine meat, wool and cereals.

RIVALRY IN MANUFACTURES

"As has been frequently pointed out, there will of course be some rivalry between American and European manufactures. This is already evident in textiles and in some lines of iron and steel products, but the actually competitive items among these represent a relatively small percentage of our total fabricated exports. And even within these groups there are various grades which are by no means in conflict. For instance, England's exports of cottons have practically reached their pre-war quantities in several Latin-American countries, but this has by no means prevented the doubling and even trebling of our textile sales in those same markets because of the growth of an entirely new demand for specialized American qualities and lines.

"In other words, many of these overseas markets have vast possibilities for the expansion of their purchasing power, with consequent increasing demand for the latest manufactured specialties. That expansion assures room for any traders from either side of the Atlantic who are in a position to meet satisfactorily these new needs. International trade in manufactures today by no means involves the old pre-war conflict of extermination between competitors."



CAUGHT IN THE NEWS NET



A WELCOME sight to his host of friends in the New York trade, Walter P. Briggs, china, glassware and lamp buyer for the Sibley, Lindsay & Curr Co., Rochester, N. Y., arrived in New York on Monday on his first trip to the local market in a year and he seemed quite as glad to be here as his friends were to see him. Last week was the first solid week he had put in at the store since November, when he was taken seriously ill with typhoid fever and pneumonia. He was in the hospital for fourteen weeks, at which time his life was despaired of several times. He has made a great "come back" however, judging from his robust appearance, for he never looked better. He leaves for home on Thursday with his assistant, who accompanied him to place orders for his departments with the local wholesalers.

Harry S. Clarke, with B. Tomby & Co., who has been abroad for several weeks visiting the plants represented in this country by his firm, returned home last Sunday with promises of some interesting new samples for the Fall trade, as the result of his trip.

J. W. Mackey, manager of sales for the Smith-Phillips China Co., East Liverpool, O., is showing the latest designs on Princess Ivory dinnerware at the Hotel McAlpin this week.

Fernand Desmaison, American manager for L. Bernardaud & Co., is planning to depart on his Fall trip on August 28. He will make the middle west and eastern territory as well as Canada and will be on the road until late in November.

Clarence Young, of Vail & Young, manufacturers' agents, is making the rounds of the Philadelphia trade this week.

Frank P. Judge, Jr., of the National China Co., Salineville, O., was in New York from Tuesday until Friday of last week, where he met Ed. Wilgus, who travels through the East for the firm, and D. King Irwin, New York representative. The three conferred on new patterns which are soon to be released by National.

William Albert, associated with Charles H. Taylor, manufacturers' agent, is spending two weeks' vacation at Lake Oscawana, N. Y. He is accompanied by his family.

W. D. Bryan, buyer for Anderson, Newcomb Co. Huntington, W. Va., was a visitor to New York last week on a special buying trip.

Harry Levinson, jeweler of Youngstown, O., was visitor to the metropolis last week and placed some order for glassware.

Among the buyers visiting the New York district during the past week were Mrs. French, with Paul Steketee & Sons, Grand Rapids, Mich.; Miss Harriet Marks, buyer for Marks, Isaacs Co., New Orleans, La.; Miss Horowitz, with Dorfman's Department Store, Beaumont, Texas; T. F. Crowley, with W. A. Green Co., Dallas, Texas and Charlie Hansen, buyer of housefurnishings toys and china for Wm. Taylor Son & Co., Cleveland, O.

A. Gilman, buyer for C. O. Miller Co., Stamford, Conn., visited the local trade last week.

J. G. Anthony, chinaware buyer for W. G. Stripling Co., Fort Worth, Texas, was in New York this week and placed several orders.

Kennard L. Wedgwood, head of Josiah Wedgwood & Sons, Inc., of America, 255 Fifth Ave., sailed for home last Saturday aboard the *Franconia*. Mr. Wedgwood has been abroad for the past three months on a visit to the factory.

Edward Reiwald, of A. J. Fondeville & Co. sales force, is scheduled to leave shortly for his fall trip. His plans are for the week of August 23, he will exhibit the Fondeville line at the Hotel Adelphia, Philadelphia, and for the week starting August 30, is to be at Youngs Hotel, Boston. From this city Mr. Reiwald will return to New York to take advantage of a rest over Labor Day, immediately after which he leaves to cover the balance of his territory going as far as Omaha, Neb. In all, he will be away about ten weeks.

William E. Anthes, of the Herman C. Kupper, Inc., organization, left last Friday to indulge in a vacation. He plans to spend a few weeks in the White Mountains, making the trip there and back in his car.

Warren F. Gotwalt, housefurnishing buyer for the Rike-Kumler Co., Dayton, O., has resigned his position with this firm to accept the buyership in this department.

with the Pettis D. G. Co., Indianapolis, Ind., taking the place of W. H. Theophile. Mr. Theophile left the Pettis Co. to take charge of the china, glassware and housefurnishing department of the Scruggs-Vandervoort-Barney D. G. Co., St. Louis, Mo.

H. T. Siemon, housefurnishing buyer for Herpolsheimer Co., Grand Rapids, Mich., carrying as healthy an amount of avoirdupois as ever, visited the New York market last week to place orders with the trade.

Perry Weill, housefurnishing and toy buyer for B. Nugent & Bros. D. G. Co., St. Louis, Mo., accompanied by Mrs. Weill was another buyer to reach New York the latter part of last week. While here Mr. and Mrs. Weill are staying at the Hotel Pennsylvania.

Even a hot day during a summer vacation can't stop these two gentlemen from doing business. The accompanying illustration, pictures Charles L. Wise, of David & Charles L. Wise, factory representatives, 10 West 23rd St., and Paul Grunwaldt, resident china, glassware and fancy goods buyer for Alfred Fantl. Paul has that ap-



pealing look that buyers have when they want a special price while Charlie has that adamant look as he is telling him the price is so much or "nothing doing."

Returning from vacation Monday, "Alec" Shaw, with A. J. Fondeville & Co., is busy getting his sample lines together preparatory to making a trip to Baltimore, Washington and Richmond.

Collin Elected to Board of Directors

Announcement has been made of the election of Harry J. Collin, of the Collin-Norton Co., of Toledo, O., as a member of the board of directors of the Owen Bottle Co., of Toledo.

C. W. Foreman, president of the Owen China Co., Minerva, O., and the Southern Potteries, Inc., Erwin, Tenn. and J. Wilkinson, Jr., sales manager for both concerns were in the market last week closing negotiations with Edward M. Bleiberg to take the representation of their lines in the New York market.

S. Ono, head of Haruta & Co., and R. Kondo, of the Taiyo Trading Co., the Japanese importing concerns are both passengers aboard the same steamer from Japan, which is due to arrive in New York on August 20.

Limoges Pottery Strike Ended

Cable advices to the New York offices of several prominent Limoges factories, stated that the strike in progress since July 3 had been settled and that the men returned to work August 12.

Nakayama Stars on Links of Westchester-Biltmore Country Club

George R. Nakayama, of the Taiyo Trading Co., proved the class of the field in the regular monthly golf tournament of the Pottery, Glass and Brass Salesmen's Association, played over the links of the Westchester-Biltmore Country Club on Tuesday, August 17th. Mr. Nakayama was low man, turning in a card of 99. His regular handicap of four strokes would bring his score down to 95.

Owing to a misunderstanding some of the players played the south course, when the tournament called for the playing of the west course, which is par 75 compared to 72 for the south course. Just what action will be taken to determine the standing of those who played the wrong course will probably not be known until the return of Secretary Lou Owen, who is now on his vacation. Either the scores of those who played the wrong course will be discarded or the difference in strokes for the two courses may be allowed for.

Mr. Satow was host of the day and all present enjoyed a splendid day on the sporty Westchester-Biltmore courses. Edward Dolfinger and Gene Peck both turned in scores of 103 without handicap deductions.

The following scores without handicap reductions were turned in:

	Out	In	Gross
George Lobsitz	63	69	132
George Nakayama	52	47	99
H. K. Satow	53	51	104
I. Ito	65	60	125
Frank W. Primrose	52	52	104
Charles B. Levy	57	55	112
Herman Henjes	57	49	106
Thomas Smallwood	54	51	105
Edward Dolfinger	56	47	103
John J. Hines	54	52	106
J. S. Maxwell	70	70	140
R. Felix	59	61	120
T. J. Quigley	56	64	120
E. H. Peck	51	52	103



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Glassware Demand Showed Some Improvement During Last Ten Days

SOME improvement in the demand for flint glassware is reported by manufacturers, the change having been noted as being more pronounced during the last ten days. Syndicate stores have been very active in the market of late, although more or less business is being received from jobbing interests and department stores.

It is the opinion of the flint glass trade that fall buying will show a better tone commencing September 1st, and that all factories will have active business on file during the remainder of the year. That the dull summer period is nearly over is the general admission of the entire trade.

Colored glassware continues to be in very good demand, and while some business is to be had on crystal ware, the trend of the trade leads toward the colored line.

The majority of manufacturers are now engaged in designing new items for the 1927 trade, these of course not being planned to be included in the general line until late next December and for 1927 delivery. Quite a few new items will be included in the colored glass line and of course the same items can be had in crystal. However, considerable attention is being given to make the colored line of ware larger for 1927 than it has been in former years.

Factories will be back on normal schedules within the next few weeks, and at that time the summer working schedules will close. This will give all plants a larger production, and while shipments throughout the summer season have been made promptly, the demand for larger volume for fall and holiday trade will also have to be met promptly. The market is steady on current lists, although considerable cheap goods are being featured in all retail stores.

Bonita to Erect \$15,000 Addition

Announcement has been made by Otto Jaeger, general manager of the Bonita Art Glass Co., Huntington, W. Va., and work will begin at an early date on an addition to this decorating plant at a cost of about \$15,000. Plans for this extension were worked out several months ago. Since this concern began operations at Huntington, following the destruction by fire of its former factory at Wheeling, W. Va., new business has been in very steady receipt, and the increased space is required in order that greater production can be obtained. A very complete line of decorated glassware and novelties is being featured by this concern.

Bellaire Plant Sold to J. A. DuBois, Sr.

The plant of the Bellaire (O.) Bottle Co. has been sold by the company to J. A. DuBois, Sr., this sale being preliminary to a move that will ultimately result in the dissolution of the corporation. The charter of the company is to be surrendered, and the affairs of the concern are now being closed.

Cameron Glass Co. Resumes

Following a six weeks idle period, the entire plant of the Cameron Glass Co., Cameron, W. Va., has resumed operations, giving employment to about 100 people. The company is manufacturing lamp chimneys and a general line of electric lighting glassware. The plant is the chief industry at Cameron.

Cincinnati Glass Company Formed

With a capital stock of \$5,000 the Cincinnati (O.) Glass and China Decorating Co. has been formed by James J. Benz, Owen T. Taphorn, John Doyel and Herbert and Albert Bronsther. It is the purpose of the company to do a general decorating business, purchasing blanks and white ware in bulk and decorating such stock at their own factory.

Swaney Hall, sales manager for the L. E. Smith Glass Co., Mt. Pleasant, Pa., stopped off in the Pittsburgh district late last week enroute to the factory from a brief western trip. "I believe there is a decided improvement in the general business situation," Mr. Hall suggested "and as I observe it, the demand for glassware is showing an increase over the volume placed even a month ago."

To Manufacture Glass Containers

The former plant of the Glass Casket Co., Altoona, Pa., which was recently purchased by the Logan Valley Glass Co., of which Charles T. Kaiss is president, is now being remodeled for the purpose of manufacturing a general line of containers. The new company was only recently incorporated.

Economy Undergoes Repair Period

During a two weeks idle period at the plant of the Economy Glass Co., at Morgantown, W. Va., a general program of repairs was carried out in minute detail. The plant has now resumed production and the receipt of considerable early fall business is reported. New mechanical equipment has been installed, and work on the new 1927 line is also under way.

Syndicate Stores Are Heavy Buyers

The volume of glassware that is consumed annually by the popular priced syndicate stores annually is declared by some interests here to be an enormous "bill." Not only are these stores heavy buyers, but the larger mail order houses are also among the most active customers of some manufacturers.

While it is true that the department stores are steady buyers of the better grades of glassware, yet for volume the syndicate stores and the mail order houses are among the heaviest purchasers of American glassware.

Throughout the last six months the syndicate stores have been rather active in the market, and still are, but with the department store trade still buying on a rather conservative basis.

Owens Awards Contracts for Addition

Contracts have been awarded by the Owens Bottle Co., of Toledo, O., to the Rust Engineering Co., of this city, for an addition to its Huntington, W. Va., plant at a cost of \$500,000 and also at the Charleston, W. Va., factory.

Illinois-Pacific to Erect \$500,000 Plant

A new six-story factory and warehouse to cost \$500,000 to be erected at San Francisco, Calif., by the Illinois-Pacific Glass Co., manufacturers of containers and hol-

lowware. The cost will include a complete equipment of machinery, and the new factory is to occupy a site 195 by 256 feet.

Lippincott Glass Company Again in Receiver's Hands

On July 21, the Superior Court appointed S. G. Phillips and H. M. Adams receivers for the Lippincott Glass Company, Alexandria, Ind. The receivers issued a statement on July 23 stating that they were not then fully advised as to the assets and liabilities of the company but expected to have a complete inventory within ten or fifteen days.

One Consolation

To avoid chartering a special car to ship two hundred pounds of Limberger cheese, a manufacturer packed it in a rough, oblong box and checked it as a corpse. At the first stop he went ahead to the baggage car to see that there was no trouble. He stood by the box in a disconsolate attitude and shaded his eyes with his hand. The baggage man was sympathetic. "A relative?" he asked. "Yes, it's my brother." "Well, you have one consolation. He's dead, all right."

Here's my Card—



Goodbye!

IF you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?


Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

Make your advertising sell. Illustrate your goods. Tell the buyer what he can sell at a profit. Then you are getting something for the money you spend for advertising space.

Photo-Engraving
Illustrating
Photography
Advertising

ROBERT RAWSTHORNE CO.

Heeren Bldg.—8th & Penn—Pittsburgh, Pa.



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.

Washington, Pa.



WHAT THE POTTERIES ARE DOING



Prevailing Wage Agreement Is Renewed for Another Two Year Term

A WAGE agreement that has prevailed in the generalware pottery industry during the last two years was renewed for another two year term at the close of a wage conference at Atlantic City Friday, Aug. 13th, between the Labor Committee of the United States Potters' Association and the Conference Committee of the National Brotherhood of Operative Potters.

As exclusively announced in this department last week, the manufacturers sought no changes, and were in no position to agree to any revision of the old wage scale, although there were twenty-three propositions discussed, all being submitted by the employees.

The representatives of the employers pointed out to the members of the Brotherhood conference committee that the general condition of the generalware industry at this time did not warrant any upward change in the wage scale, but on the other hand, the manufacturers would be justified in asking that reductions in certain branches be agreed to. However, the Labor Committee did not seek any downward revision in the wage scale, and the Committee was in no position to grant any upward revisions.

Certain joint committees were appointed to hold future conferences having to do with certain situations now existing in the trade, but these in no way will have to do with an increased wage change.

The entire conference at Atlantic City was one of harmony, yet as has always been the case, both committees having the thought that the future and not only the present condition of the industry must receive first consideration.

Morris Bergman, of New York City, who has been spending several days in the local district has closed his affairs here and returned to the east.

Steubenville to Produce Ivory Body

Announcement is made that the No. 1 original plant of the Steubenville Pottery Co., Steubenville, O., is being arranged to enter the production of ivory body, which will take care of the increased business being placed on this body with their No. 2 or new plant near Toronto, O. The Steubenville shop has been producing a white body for many years, but when the No. 2 plant was placed in operation the ivory body was featured exclusively there. Factory changes are now being made at the No. 1 plant necessary before the production of ivory body can be commenced.

"Stafford" Proves Popular Shape

The "Stafford" dinner shape of the Thompson Pottery Co., which was made a new feature at this plant last January has proved to be one of the most attractive ever shown by this firm. During the last few weeks a number of new patterns have been added to the line, both borders and sprays, and which are being featured in open stock and sets.

"We have been quite active throughout the summer," announced Donald Thompson, sales manager of this plant this week, "and steady operations will continue throughout the balance of the year. There is a decided improvement in mail business, and we take this to mean there is an increased retail demand in developing."

The United China Co., Chicago, Ill., was represented in the district during the last few days by Jake Waldron who was interested in merchandise both for immediate and future shipment.

Plan to Save Old Pottery Moulds

Another waste material from potteries has been found and although the idea was thought out about 12 years ago, the scheme was never put to commercial use until very recently. This has to do with the reclaiming of old pottery molds, of which millions annually have been thrown "over the dump."

These old molds are now being gathered in this district, hauled to a central point, where they are being pulverized and shipped to the manufacturers of wall plaster board. As the old mold is nothing more than plaster of paris, when pulverized it mixes well with gypsum from which the wall board is manufactured.

The pulverized mold is shipped in open steel cars and is sold by the ton, as is broken bisque ware and broken saggars sold to certain industries. Thousands of tons of old molds are available in this district, they having been considered useless from the beginning of the pottery industry hereabouts until the present.

Reclaiming of old molds during the war period was thought out here, but at that time nothing came of the idea, in fact it was scoffed at by some.

J. C. Knowles Off On Road

J. C. Knowles, western salesman for the Knowles, Taylor & Knowles Co., has started over his western and northwestern territory, and will be on the road for about two months. Tim Dornhan, who is covering Ohio, Indiana, Michigan, Kentucky and West Virginia, has been doing well in this territory.

Peoples Outfitting Co. Places Orders

Representatives of the Peoples Outfitting Co., one of the largest furniture chain stores in the United States, have closed a mid-summer visit to this market. Orders have been placed by this interest for goods for both immediate and future shipment.

Ground Broken for New \$125,000 Plant

Ground has been broken at Ironspot, O., midway between Zanesville and Crooksville for a new plant for Ransbottom Bros. Co., manufacturers of a general line of stoneware. The new plant will cost approximately \$125,000 and is expected to be ready to be placed in operation before the close of the year. The most improved machinery so far designed for the pottery industry will be installed.

K. T. & K. Has New Decorating Plant

The new decorating plant of the Knowles, Taylor & Knowles Co. has been placed in operation, and as a result the decorating capacity of this firm has been materially increased. This addition to the plant was made necessary on account of the growing demand for the ivory body now being featured by this company.

Western Stoneware Co. Elects Officers

At the annual meeting of the Western Stoneware Co., held at Monmouth, Ill., the following officers were elected for the fiscal year: President, I. F. Dains; first vice-president, W. J. Spencer; second vice-president, Horace Clark; secretary, W. P. Graham; treasurer and sales manager, W. J. Ralston; general counsel, George W. Covert. The company is operating two plants, one featuring a line of art pottery, while another is producing a full line of stoneware.

Many Pottery Workers Idle in England

According to private advices received here from England, about sixty per cent of the pottery employes of the Staffordshire district are idle, out of approximately 55,000 engaged in all lines of ceramic industry. The situation is declared to be due to the seriousness of the coal strike in England. From the same source it is said that the Staffordshire district shipped ware to the United States last May to the value of \$524,000 while the record for May of 1925 was placed at \$435,000.

Plans to Make Hotel Ware in Florida

Roland A. Laird, secretary of the Tampa, Fla., board of trade, is fostering a movement among business interests there to form a company for the purpose of manufacturing a line of hotel and restaurant china. Florida clays have been proposed, large deposits of which are to be found in an adjoining county, it is related.

Send Peter Potter a Suggestion.

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Means Uniform Quality

THERE is no departure from the quality which users of feldspar anticipate and must have to insure the excellence of their production.

The reputation of Minpro Feldspar for uniform quality and prompt deliveries makes it the premier spar for Potteries and Ceramic industries. The large supply available enables us to meet your requirements.

Test samples are convincing proof of Minpro purity. We will gladly furnish these and any information you desire.



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A Dissertation on Dishes

Certain of our Scottish friends have called our attention to an article on "Dish Development" which has appeared in a Glasgow paper. The feeble fireworks of the ephemeral pen-pusher are seldom worth our notice, but a few of the advisedly anonymous remarks of the writer may be commented upon. He boldly postulates that "you must have brains if you are going to invent anything." Even, we suppose, a newspaper article. He next complains that "nobody takes the trouble to invent the simple little improvements which would mean so much to us all in the way of eliminating scores of petty worries," declares an article published in a recent issue of *The Pottery Gazette and Glass Review* in England. Continuing the article states: "Sparing us his views on furniture, clothes, etc., the writer is content with "pointing out a few things that are stupid and inadequate about dishes." Apparently he uses "dish" as a generic term for crockery; c. f., Dr. Johnson's "dish of tea."

"Whoever designed the first dish, did it well enough, I daresay, for all he had to put on it, or take off it, in those days. All he needed was something between his food and the bare earth, and which he could drink or lick the gravy out of. But if a thing is adequate for cave-men, or nomads, is that any reason why we should still be satisfied with the same things nowadays?—for that is what it amounts to. Our dishes show hardly a trace of improvement, so far as design goes, since they were first invented—indeed, that may be actually less serviceable in some respects. Take the ordinary tea-plate, for instance. Here you have a utensil with a circular area in the middle, which is seldom large enough to permit of you buttering half a slice of bread without encroaching on the raised, sloping edge around it, and then the thing coggles (sic). Tea-plates should be flat right to the edge. A very slight raised rim would be sufficient; then it would be possible to butter even an oat-cake upon a tea-plate, which it is not possible to do at present." Evidently the sapient author does not move in such polite circles as use ready-cut bread and butter, and include a plate for it in their tea services. Nor does he know enough of the making or storing of crockery to understand which shape is most easily formed on the wheel and most safely stacked in piles.

"Then tea-cups (he continues), nine times out of ten, are designed with the tops wider than the bottom, so that your tea becomes cold much sooner than it ought to." Here, again, stacking has to be taken into account, and also wiping. "There are unnecessary flanges and flutings on many of them which make them needlessly difficult to wash, and the handles are seldom right. Just watch, the next time you use a teacup, and you will find that, although you may manage without accident, it is not because the handle helps you, but entirely because you are instinctively taking care and making the best of the handle, such as it is." This can only be the grumble of a clumsy fumbler who should stick to a mug, or a Japanese tea bowl with no handle at all.

"The last thing anyone should think of putting on a tea pot is a projecting spout; yet they all have one. A

square teapot which pours from one corner has been invented, but you never see any of them." In this case, the public is the judge, and should take the blame, if any, rather than the potter, who only supplies what is wanted.

"Dessert plates, as we suffer them, are absurd. Why should their sides slope inwards just enough to ensure that anything you place on the edge, such as prune stones, will slide back into it? It would be perfectly simple to make these plates either with edges flat enough to retain what you put on them, or with dimples which would serve the same purpose. But, no! It isn't done. Dinner plates are just as bad. A couple of dimples on the margin would be useful for salt, mustard, etc. But I've never seen such a thing, and we must apparently always submit to our salt and mustard trickling down into our gravy, putting our whole meal out of balance, because potters haven't enough brains to know how a dinner plate ought to be made." The "dimples" would probably make all the difference in cost and convenience between moulding and throwing. Moreover, they have been tried (vide this *Gazette*, July issue, p. 1082), and the sapient public have not adopted them.

Here we are pleased to leave the matter, with our final advice to the scribe that, if he can "dish up" nothing better than this, he should keep to politics or theosophy or some other abstract subject in which his ignorant criticisms cannot be confuted by facts.

Survey of Current Business

(Reprinted from *Commerce Reports*)

The Department of Commerce announces the following information covering basic and industrial movements for the first three weeks of July and further figures for the month of June:

The dollar volume of trade continues to show gains over a year ago, as seen from check payments covering the third week of July, according to the weekly statement of the Department of Commerce. The volume of new building contracts awarded during this same period was larger than in either the previous week or the same week of 1925. The production of crude petroleum was larger than in the previous week but smaller than a year ago, while the output of bituminous coal and lumber during the second week of the month was smaller than in either the previous week or the corresponding week of last year. Wholesale prices averaged lower than in either the previous week or a year ago, while interest rates on time money continued to average higher.

Loans and discounts of Federal reserve member banks declined from the previous week but were still well above a year ago. Prices of stocks continued to average higher, both as compared with the previous week and the corresponding week of last year, while call-loan rates, although higher than a year ago, were lower than in the previous week. The Federal reserve ratio at the end of the third week was higher than at the end of the previous week but lower than a year ago. Business failures, although larger in number than in the previous week, were lower than in the corresponding week of 1925.

Making Buying Easier for Buyers

Crockery and Glass Journal Representative Visits Showrooms and Finds Many Unusual Items

First Peruvian Glass Factory Recently Opened

The limited size and purchasing power of the home market, the lack of transportation facilities, and the absence of many essential raw materials have retarded the founding and development of manufacturing industries in Peru with the result that this country remains largely dependent upon foreign sources of supply for the great bulk of the manufactured products used. One sign of growing industrial activity, however, is the recent opening of a modernly-equipped glass factory, the first of its kind in the Republic. This plant, located in the outskirts of Lima, represents an investment of \$250,000 and has a potential capacity of 25 tons in 24 hours, or more than enough to supply the entire needs of the country. As a matter of fact, however, it is working to only a fraction of its capacity and is limiting its output to bottles. Owing to transportation difficulties it is doubtful whether the new Lima factory product will be able to compete with imported glassware outside of a limited radius in the central Provinces.

Unusual Decorations

A diversified line of very lovely decorative treatments in service plates is to be seen at the showrooms of the Flogel Decorating Works, 129 Fifth Ave. These are shown on both English and German china and are most tastefully decorated in original creations in design and coloring. They range in price from very reasonable to the more expensive. In addition to service plates there are many other beautiful samples being shown, conspicuous among these being glass salad plates which at once attract attention. These are in beautifully cut patterns as well as in gold and silver decorations.

Interesting Specialties in Housefurnishings

Chas. A. Postley Co., Inc., 35 West 23rd St., have put on the market four assortments in wrought iron fern stands that are making quite an impression with the trade. These come packed 24 to the case (six of each pattern) and may be profitably retailed at \$2.98. Besides these the concern is displaying new samples in two color wood magazine racks that should be popular. In addition to the above mentioned items the concern is also showing a variety of other specialties and staples in housewares for the Fall trade.

McKee's Rose Pink Glass

A visit to the salesroom of Thos. G. Jones, 200 Fifth Ave., New York representative for the McKee Glass Co., Jeanette, Pa., discloses a collection of new samples in their new Rose Pink glassware. These are shown in very tasteful light cuttings. The line is also especially suitable for

decorators. The color, as the name implies, is a light delicate rose pink and is most pleasing indeed while the decorations are quite in keeping. The items in the display, consist of candy boxes, lunch plates, cheese and crackers, candlesticks, console sets, salad plates, etc. In fact, it is a line of the most salable items which should prove ready movers at retail.

Francis H. Ruhe Shows New Lines

Notable among the late importations by Francis H. Ruhe, 14 West 23rd St., New York, are a variety of excellent fireproof earthenware pitchers. These come in attractive decorations in numerous designs and sizes, to the very tiniest size, for individual cream or drawn butter. The decorations are striking in their originality, showing blue on cream background, and browns in dotted effect and other fanciful patterns. A fine line of colored stemware is also among the large and varied collection of delightful glassware shown.

All the newest sizes and shapes are in the assortment, featuring beautiful amber, green and plain crystal. In the late importations is an extraordinary and very unusual display of colored glass, including bowls, vases, of many sizes, compotes, etc., resembling Tiffany glass in beauty of color and effect. The distinctive decorations of this different glass, is the small vine-like threads of gold and contrasting colors against the colored backgrounds of the objects. No written description could half convey the beauty of this exceptionally compelling glass. It must be seen to be fully appreciated.

Pasmanter Presents Crooksville Treatments

In keeping with the display of new lines for Fall trade requirements John L. Pasmanter & Sons, 5 West 20th St., New York representative for the Crooksville China Co., Crooksville, O., are showing ten new treatments on their attractive Hostess shape from this well known factory. Although every decoration is so pleasing that it is hard to place one before the other, their No. H.48 is certain to command immediate attention. This treatment consists of a four spray floral effect in yellow, red and blue colorings with an embossed edge and finished off with a thin blue line around the rim. Another is their H 42 which is a combination flower and bird design. This is in red, yellow, green and blue color combination which at once catches the eye. No. D 139 is also worthy of special mention in view of the fact that it is so odd and different from the usual run of treatments. This consists of what might be termed an Oriental flower design in a combination of brilliant colors. The same blue line around the edge of the plate as mentioned above is employed to finish off the decoration.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

BY BEATRICE MILLER WISNER

REALIZING the urgent need for well stocked departments featuring summer outing necessities, the New York market is keeping abreast of the demand for these utilities, in a fine showing of electric fans, picnic specialties, camping outfits and a variety of useful and indispensable moth preventatives for the season's needs. Vacuum bottles, refreshment sets, trays and other desirable summertime equipment are attractively displayed in the large departments devoted to these lines.

For relieving hot days and promoting the circulation of air, R. H. Macy & Co. is displaying a large assortment of electric fans in little, middle and large sizes, ranging in price from \$4.69 to \$32.75, in enamel and highly polished nickel finishes. Other specialties for the warm weather season, are shown in the departments devoted to these articles. Folding cots, at \$2.97, just the accommodating utility for the summer vacationist, are displayed in the camping department of the eighth floor. These have green enameled olive duck tops, with steel frames and can be completely folded making for easy transportation. They are excellent space savers for camp or small apartment. For the pantry and kitchen department, when jelly making is at its height, a jelly strainer set is the proper utility for the painstaking mistress of the culinary department. These are shown in the basement and come with three items: a folding stand heavily nicked, adjustable to fit and size vessel, a strained bag, of specially woven strainer cloth for jelly, and a filter bag of heavy napped filter cloth for filtering fruit juices and home-made beverages. These jelly sets are priced at \$1.09 complete.

A variety of attractive and seasonable household necessities are being featured by John Wanamaker, in the departments housing these lines. Japan enameled wares, consisting of flour boxes at \$2.50, cake chests at \$2.95, roll-top bread boxes at \$3.35, salt boxes at \$1.25, square bread boxes at \$2.00, long handle dust pans at \$0.85 and round cake boxes at \$2.80, electric irons, at \$6.75 that are guaranteed to last a lifetime without burning out, and crown table pads at reduced prices, constructed to protect polished tables from being marred by hot dishes, are some of the desirable utilities. The underside of these pads is finely covered with a green cloth with suede-like finish and the upper side with a white washable liquid-proof material in a small floral design. Iron ware is also extensively displayed, listing skillets at 80c, 85c and \$1.05, and Dutch ovens at \$2.15, \$2.35 and \$3.10.

Two attractive windows are being featured by Ovington, "The Gift House of Fifth Avenue," in which the decorative wrought lamp is a conspicuous element. One

window represents a delightfully furnished room, with reproduction period chairs and tables. A decidedly noticeable small low stand with antique leather covered top, and wrought iron trimmings and legs, affords a lovely support for a beautiful amber glass console set. The fine engraved stag scene on the candlesticks and large bowl, which holds enticing artificial red roses, adds beauty to these unusual centerpiece ornaments. At one side of the window on a noticeable ornamental table, stands a quaint wrought iron candlestick with seven candleholders, and with this accompanies a unique engraved amber glass flower bowl. At the rear of the window is another handsome wrought iron lamp, set off by an odd green damask curtain, which gives beauty to the background scenic effect. The other window displays extraordinary blue pottery vases in several shapes in an odd embossed style. Both windows are irresistible magnets for the passerby, in bringing to view the marvelous beauty of fine glass, pottery and especially artistic wrought iron lamps, candlesticks and occasional furniture.

The Woolworth stores are affording a comprehensive showing of splendid blue china, lustre ware in attractive window display. This china includes plates, cups and saucers, and lustre salts and peppers. The fine colors of the lustre ware, in orange and blue, and the striking blue and white china, give to the windows an enticing and fascinating appearance, and are specially desirable lines for summer and fall seasons, when more or less replenishing of the pantry and cupboard is necessary in order to keep up a well stocked china department of the home, either in the country or city. The Woolworth five and ten cent prices have been responsible for the steady demand for the china and glass which is always shown attractively in the various window displays of these chain stores.

In a division of the housefurnishing section on the fifth floor of Gimbel Bros. is a fine assemblage of garden furniture and aquarium stands. The garden has become so popular and its beauty relies almost wholly upon its decorative garden equipment that the American home lover is fast adding many new garden utilities to small or extensive out-of-door areas. Gimbel Bros.' collection of garden accessories comprise a host of objects: seats, bird baths, small and large jardinières and other attractive novelties for garden adornment. Aquariums are also well displayed in an adjoining section, including white and colored glass fish containers, with wrought iron stands in artistic shapes and designs. These make fine additions to porch or sun parlor, where garden furniture is also an attraction.

Clinchfield Products Corp. Changes Hands

The Clinchfield Products Corp., of New York and Erwin, Tenn., was purchased recently by Herbert P. Margerum, of Trenton, N. J.

The Clinchfield Corp. was the first to enter the Southern field for the purpose of preparing North Carolina spar for the market. This organization began operations at Erwin, Tenn., in 1912 and quickly built up a large substantial trade, and permanently establishing the superior merits of North Carolina feldspar for all uses requiring this material.

About three years ago, Mr. Margerum decided to enter the feldspar business with several very definite ideas in mind, some of the important ones being: To develop a strong organization. To be in position to render the ceramic industry a genuine service in the way of being able to supply large quantities of well balanced uniform feldspar. To have a sufficient number of mines and mills, the latter located at strategic points to assure the users of feldspar uninterrupted service.

With this in mind, Mr. Margerum purchased the holdings of the Golding Sons' Co., and began immediately to put his ideas into operation.

The Golding Sons' Co. has been supplying ceramic materials for the past sixty years. This company has developed a very substantial business and has provided itself with extensive feldspar mines in Maine, Connecticut, Maryland and North Carolina, with modern grinding mills at Trenton, N. J., East Liverpool, Ohio and Erwin, Tenn. They also have large clay mines and plants at Hockessin, Delaware and Butler, Ga.

During the latter part of 1925, a thorough investigation of the holdings of the Erwin Feldspar Co. was made by Mr. Margerum, which he later took over and combined with the Golding Sons' Co., thus adding a number of important properties to his holdings. This combination has proven of much value to the users of feldspar inasmuch as it has permitted the establishment of greater facilities for rendering service.

Some weeks ago, Mr. Margerum was approached with a proposal to take over the Clinchfield Products Corp. and to combine their holdings with his other companies, which was done early in July of this year.

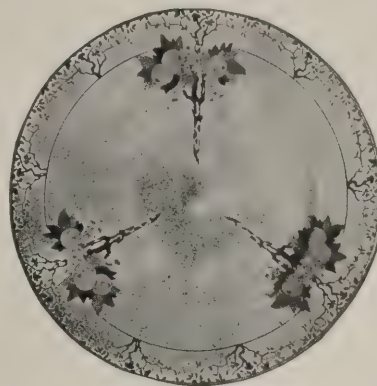
The New York office of the Clinchfield Co., at 350 Madison Ave., will be maintained for a short time and will later be moved to the Trenton Trust Building, Trenton, N. J., the headquarters of the Golding Sons' Co., and Erwin Feldspar Co.

The laboratory facilities of the new set-up are now being extensively increased and will be at the disposal of the various concerns using feldspar, clays, flints and Cornwall stone.

Importers Complete Report

A report on international trade barriers was submitted yesterday by a committee of experts to the board of directors of the National Council of American Importers & Traders, Inc. It took several months to prepare this re-

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port which cites in one column barriers confronting the American exporter in shipping goods abroad, while in a parallel column are cited corresponding barriers confronting American importers.

The report was submitted at a luncheon conference of the import directors held at the Hotel Astor. Col. Herman Metz, vice-president of the organization, presided in the absence of N. E. Franklin who has been detained in Europe. The report refers to tariff rates, to Treasury agent investigations, the method of levying duty according to valuations, etc., the marking provisions of the tariff: the flexible clause, with special reference to unfair competition, duty on packing charges, etc. The experts of the importers' association recommend the amendment and modification of the marking law and modification of the anti-dumping law.

Main Purpose Overlooked

Sometimes we lose sight of the original purpose in our own life, and are sidetracked by other interests not in the original plans.

Two golf duffers were knocking their way around a country golf course, and soon one of them drove his ball into the rough. Finally, after quite a search, his partner said: "Well, I'm afraid you will have to give it up, old chap, and call it a lost ball."

"Ball? I gave up looking for the ball long ago. I'm looking for my caddy."



OBITUARY



Edmond Torlotting, New York Importer, Dies in France

The New York trade learned with deep sorrow on Monday of the sad news received by a cable from France last Saturday, August 14 to the New York office of E. Torlotting, Inc., 35 West 23rd St., of the death of Mr. Torlotting that morning at St. Louis-les-Bitche, Moselle, France. The news will also be received by Mr. Torlotting's large circle of friends throughout the country with very keen regret, for he was held in the highest esteem throughout the trade. He was a man whom everybody liked and whose friendship was highly valued. Always the same,—year in and year out—even tempered, honorable to a degree and kindly, he was the type of man sought for advice by his friends for his sincerity and other admirable qualities inspired a certain confidence in him that was quite unusual. He was a man of whom one can only think of as having made the world better for having lived in it. His good influence in the trade will be truly missed.



Mr. Torlotting was sent to New York in 1898 to take the American representation of the well known glassware factory of Cristalleries De St. Louis, St. Louis-les-Bitche, France. He established an office and salesroom in the old Crockery Exchange Building at 25 West Broadway. After making a great success of the office here, he returned to France in 1900 when the factory sent over another representative to succeed him. Mr. Torlotting, even in comparatively a short time, had established himself firmly in the affections of the trade here, where his ability as a salesman and expert knowledge of the glass business had won him the greatest respect. He was persuaded by the factory to return here in 1905 and again the concern's business in this country made great progress under his efficient management. Several years ago, Mr. Torlotting, moved to the present spacious quarters at 35 West 23rd Street, and took on in addition to the St. Louis Crystal line, other important lines such as Plateelbakkerij, Govda Holland, manufacturers of Govda art pottery and Gebruder Lorenz,

Steinschoenav, Czecho Slovakia, manufacturers of Bohemian glassware, for which he also became American and Canadian representative.

About two years ago Mr. Torlotting suffered a nervous breakdown from which he developed a serious form of heart trouble. His visits to his place of business from then on were only spasmodic as he was forced to keep very quiet. At that time his son Gabriel who had been associated with his father in the business for some time, took charge of the business which he has conducted very successfully since. The business was incorporated about a year ago as E. Torlotting, Inc., at which time Gabriel was made head of the concern by his father.

At this time last year, Mr. Torlotting's physician thought a trip to France might benefit him, so accompanied by his wife and daughter he sailed and had since lived in Paris and St. Louis-les-Bitche where he died. Had his health permitted, he expected to return to America this fall.

About six weeks ago, Mr. Torlotting's son Gabriel decided to make a trip to France to see his father, though nothing had occurred to make him believe the end was so near. He arrived in time to be with his father some time before his passing and was with him when he died.

Mr. Torlotting was born at St. Louis-les-Bitche 54 years ago, the home of the St. Louis factory which he represented. He received his early business training at the factory before the concern sent him to this country. Mr. Torlotting was married twice. He leaves besides his widow, his son Gabriel, now head of E. Torlotting, Inc., and a daughter. He is also survived by four brothers in France, three of whom are connected with the St. Louis factory.

Wife of Sebring China Head Dies

Mrs. Evas H. Sebring, wife of E. H. Sebring, of the E. H. Sebring China Co., Sebring, O., died Tuesday night at a sanitarium near Mercer, Pa., where she had been a patient during the last five weeks. Mrs. Sebring was a native of East Liverpool, O. She had been in ill health for several months. She is survived by her husband, six daughters and one son.

The Credit Age

At the recent convention of the National Association of Credit Men it was asserted by one of the speakers that without credit the nation's present-day institutions of production, distribution and finance could not exist, and our large population could not be properly taken care of.

Congress of Industry

A Congress of American Industry, to have for its purpose the establishment of new relations between capital and labor, will be held in Philadelphia in September under the auspices of the Industrial Relations Committee of the Philadelphia Chamber of Commerce.



For both beauty and economy—what hotel china do you display?

Syracuse China takes much pride in the approval of an over whelming majority of American hotels. For obvious reasons: Syracuse China is both economical and beautiful. And that is the combination hotel men are looking for.

Display this successful hotel china before your prospective customers. Let them examine Syracuse China closely, to appreciate its durability. It has reinforced edges to reduce chipping. And honest, painstaking construction to discourage breaking and cracking. And if they desire their own crests or monograms, or especially made designs, they can have them—in Syracuse China.

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THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Sales in Chicago Average Approximately Same as Year Ago

BUSINESS in the Chicago market was about the same last week as during the previous week. An excellent view of conditions in general here can be gleaned from the weekly review of the wholesale dry goods trade by Marshall Field & Co., which says in part: "Current wholesale distribution of merchandise maintained approximately the same volume as last year for the same week. Road sales were recorded in equal volume to last week, although they fell short of the corresponding period a year ago. There was a very large number of merchants in the market, many to attend the semiannual meeting of the Interstate Merchants' Council. Purchases were made freely and in very good volume, all merchants expressing great confidence in business prospects for the balance of the year. Collections did not equal last year's figure for the same period."

Dates have already been announced for the annual outing for good fellows in the Glass, Pottery, Lamp and Housefurnishing trades, for the Annual event conducted by "Pete" Rinkin and "Bill" Fergus at the Summer home of the Boston Store at Lake Beulah, Wis. The first group of local men will leave Chicago on Friday evening, Sept. 10, and the outing will continue through Saturday and Sunday the 11th and 12th. No special invitations are being extended, according to "Pete" Rinkin, so this is your invitation if you are a good fellow and a member of either the buying or selling end of the trade. In former years the annual outing at the Boston Store's home has been an outstanding event well known for its good times, good fellows and good hospitality. This year will be no exception. Better write "Pete" Rinkin that you plan to go.

Charles Patterson, buyer for Carson Pirie Scott & Co., was the winner of the first low gross prize, with a score of 86, at the first annual Golf Tournament of the Glass, Pottery, Lamps, and Housefurnishings Association, held August 10 at the Glencoe Country Club. "Ben" Franklin, Cambridge Glass Co., won the first low net, his score being 71. First Blind Bogey prize was won by George Turner, 2nd by C. D. Spreng, 3rd by W. J. Schabow and 4th by Walter Minnemeyer. Among the other prize winners at this affair were Elmer Sanders, E. M. Meder and Walter Lazure. S. J. Natkin, buyer for Mandel Bros., proved his interest in the tournament by entering without previous golf experience and winning the prize for the largest number of strokes. This was the first golf tournament held by the Association and members were unanimous in their reports of its success.

The first all-Illinois exhibition of art goods will be shown in the galleries of Carson Pirie Scott & Co., September 27 to October 16. Among the prominent Chicagoans supporting this exhibition are Mayor and Mrs. Dever and Mrs. Edith Rockefeller McCormick.

"Bill" Darden, local representative of the Dresden Pottery Co., was slightly hoarse early this week due to his activity as "barker" at the china and glass booth at the St. Francis Church Carnival, held on the southside last week.

The Times Sample Furniture Co., Maywood, Ill., has been formed by Andrew Times, "Jack" Kaprall and Theodore Richter. The company was incorporated with a capital stock of \$8,000 to engage in the general furniture business.

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Many new shaped bowls and compotes have been added to the line of Cowan pottery and as has been their custom in past years these new numbers were shown at the Chicago Gift Show, held recently at the Hotel Sherman. The complete line of this merchandise is shown at W. C. Owen, Inc., Shops Building.

I. E. Mincks, secretary of the Albright China Co., Carrollton, Ohio, called on the local trade early this week.

Oliver Phillips, Chicago representative of the Albright China Co., is making an extensive tour of the East. He will return during the early part of September.

Henry Von Hagel, china and glass buyer of Sears, Roebuck & Co., is spending a two weeks' vacation with his family at Cincinnati, Ohio.

V. Oliver, of the French China Co., Sebring, Ohio, stopped in Chicago a short time on his way to a tour of the Southwest.

Among visitors in Chicago during the past week were "Andy" Moser, Pizitz Dry Goods Co., Birmingham, Ala.; L. Crampton, Harris-Emery Co., Des Moines, Iowa.; Stanley Gray, Powers Mercantile Co., Minneapolis, Minn.; and Harvey Moninger, Wellsville China Co., Wellsville, Ohio.

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Joint Efforts Advantageous in Export Field

In view of the success attained by companies, American and foreign, that have effected combinations for export purposes, it is surprising that more of our manufacturers do not take advantage of this method of placing their products in certain foreign markets. American consuls and trade commissioners stationed throughout the world in many cases recommend this method of approach, especially for the small manufacturer who can not afford to cover the market independently, or for the large manufacturer whose product is in limited demand in certain areas, declares Emmet A. Chapman in *Commerce Reports*.

In Ceylon, for example, Vice Consul Mason Turner reports that while the country affords only a small market for American products, several associations of American manufacturers that have appointed resident representatives to cover the field find the arrangement a profitable one. Ordinarily such salesmen represent from 5 to 20 non-competing lines and are paid either straight salary, commission, or a combination of the two. Some cover Ceylon, Burma, and India as one territory, while others, depending on the lines carried, include the Straits Settlements, Java, and Sumatra and, in some cases, Siam,

French Indo-China, China, and Japan as well. Other sections of the world, notably Australia, South America, Central America, and the Caribbean region, lend themselves equally well to such arrangements.

There are many other ways open for American exporters to effect sales of their products in foreign markets besides the plan just mentioned. One often lost sight of is the sales organization maintained in foreign markets by export commission houses of this country, many of which have been in business for the last half century.

The Bureau of Foreign and Domestic Commerce is well equipped to advise and to assist in effecting associations for joint export effort and will be glad to take up individual problems.

South Has Largest Lantern

The largest electric lantern in the South has just been hung in the First Baptist Church of Atlanta, Ga. It is of metal and glass, 10 feet high and five feet wide, and weighs 1,000 pounds. Its lighting capacity is 4,000 candlepower. It is suspended in the dome of the church, 40 feet from the floor and illuminates the entire auditorium almost unaided.

Coming Power Show Shows Marvelous Epansion

Four floors of the Grand Central Palace (New York) will be filled with interesting and important exhibits for engineers and manufacturers during the coming National Exposition of Power and Mechanical Engineering during the week beginning December 6, 1926. This marvelous exposition which is in its fifth year now embraces all types of mechanical equipment in use in all industries. There will be the usual splendid showing of devices for the economical generation of power and heat for which the Exposition has been famed since its opening as an annual event. But in addition there will be many sections of as great importance. These will include heating and ventilating apparatus, refrigerating machinery, mechanical power transmission equipment, devices for handling material economically and machine tools of all types. Over 450 manufacturing firms will be represented by instructive showings of all the important machines and apparatus in use throughout the industry. It will be a complete mechanical show and judging from past records will draw close to 100,000 visitors from all over the country.

The Centennial

We trust the efforts being made by the Special Committee of the U. S. Potters' Association to induce our home manufacturers to prepare goods for exhibition at the coming Centennial will be heartily and energetically seconded. A like opportunity to display the products of our genius and manufactories will not again occur in our lifetime, and it behooves every man who is a producer in the ceramic art to make the best showing possible of his goods on this occasion. To stand aloof from competition or to assume a spirit of indifference, would be alike injurious to the best interests of the trade, and would have a depressing effect upon the future operations of home manufacturers. We may rest assured that foreign competition will not be wanting in full force, and it remains for American producers to step forward and do their part in a manner that will reflect credit to themselves, and pride to the nation. The special appeal of the committee to the members of the Potters' Association which appeared in a previous issue of this journal, is not restricted to the circle of membership but convey an implied invitation to all potters, throughout the country to take part in the undertaking.

With equal force the same remarks apply to those engaged in the glassware and other industries represented by this journal. A united harmonious course of actions in what is needed, and no time should be lost in preparing for this grand auspicious event. Applications for space should be made through the regular trade organizations when such exist, rather than as individuals. This course will simplify the routine duty to be performed and save much time and trouble to the officers of the organization and the exhibition.

One is uneasy about what one cannot understand.

Lamps Rush Flowers

Turning a dark cellar into a bright solarium and growing tropical plants in greenhouses 5,000 miles north of their native habitat are not dreams. These things have been done with the aid of electric light. In an experimental greenhouse in Yonkers, N. Y., all sorts of weird results have been obtained by running a traveling crane up and down all night over the glass roof flooding electric light in varying intensities over beds of plants and flowers from the four corners of the earth. About 100,000 candle-power made sweet peas bloom five weeks ahead of their daytime schedule. Oriental clover that requires two years to bloom under natural conditions blossomed in two months under 24 hours of daily light. Orchids were produced at will and brought to fullest flower on certain fixed schedules, thus presaging strange doings in the horticulture of the future.

Counter Trading Continues Quiet

Over-the-counter trading during the short session last Saturday was quiet, with price fluctuations narrow. While industrial and bank issues continued to show greater activity than the public utility and chain store stocks, the volume of turnover was small.

The strong tone evident on the Stock Exchange with a number of issues rising to new high records was not reflected in the unlisted security market. Dealers, however, were of the opinion that the lull in the over-the-counter trading is temporary and that the business outlook is highly favorable for increased activity in the security markets.

Trading in unlisted securities during the greater part of the week was active, with prices generally higher. Industrial and institutional issues were active with prices generally higher. Industrial and institutional issues registered substantial gains, with chain store stocks in greater demand than for some time past. In the case of the chain store issues the unusually favorable earnings and sales reports for July and the seven months this year were important factors in their upward trend. During the last two days of the week, however, recessions set in, but not large enough to offset the gains made during the week.

Bleiberg to Represent Owen and Southern Potteries

Edward M. Bleiberg, a well known pottery salesman in the metropolitan district, has been appointed New York representative for the Owen China Co., Minerva, O., and the Southern Potteries, Inc., Erwin, Tenn.

Mr. Bleiberg will receive mail, etc., temporarily at his home, 840 Montgomery St., Brooklyn, but is now in search of a salesroom in Manhattan. As soon as he locates a place he will have his complete sample lines on display.

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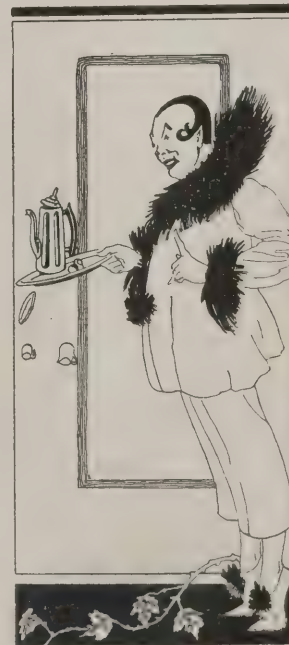
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British Miners Vote to Reopen Parleys

After the close of business on Tuesday, August 17, it was announced that the miners' delegates in conference had instructed their representatives to reopen negotiations forthwith for a settlement of the coal strike.

The English potteries have been considerably handicapped in their operations during the long drawn out strike. Some of the factories have gotten their coal supply from sources outside of the home market, but at considerably higher prices, and taking it all in all it has been a difficult situation for them.

In connection with the strike, *The Pottery Gazette and Trade Review* of London in an article headed "Alternatives to Coal in Pottery and Glass Manufacture," says:

The prolongation of the coal dispute, and the consequent shortage of coal under which the pottery and glass trades are now seriously laboring, is calculated to revive interest in the question as to how far the pottery and glass industries may, in the future, be able to dispense with the use of coal, or at least supplement it.

Many important glass factories in Britain are now using gas-fired furnaces, which seem to have been more easily applied to the glass than to the pottery industry. But even so far as the Potteries are concerned great hopes are entertained that sooner or later the use of solid coal may be considerably diminished. Already a limited number of gas-fired tunnel ovens are, of course, in operation, and it is known that at the present time trials are being made at one important works in the Potteries with oil as a fuel, that the boilers are already being fired by that means, and that some of the old intermittent ovens may possibly be fired, either wholly or partially, by means of oil in the not far distant future. It is also known that a well-known firm producing high-grade china is, at the present time, making serious practical investigations into the possibility of firing china biscuit ovens on the tunnel principle, which, if it is realized, will mark a very serious advance in the principle of firing, to say nothing of the conservation of coal which it will bring about.

Such investigations have been all too long delayed. It was thought during the previous coal strike that research along these lines would be vigorously proceeded with when the strike was over. But in the pottery trade, as in most others, there is a tendency to follow the line of least resistance, and in normal times coal is, of course, handy and its application understood, whereas gas and oil have still to be harnessed. Repeated strikes are, however, likely to enforce the manufacturers to provide their own safeguards.

As regards oil fuel for the pottery trade, its possibilities have long been acknowledged; but probably one of the chief deterrants to its use has been the difficulty surrounding the transport of oil in tanks by road or rail from Manchester or Liverpool. The construction of a pipeline from Runcorn to the Potteries might hasten forward very considerably the time when our pottery ovens will no longer depend on coal as a fuel.

Leipzig Trade Fair to Have 10,000 Exhibitors

Early reports from Leipzig give assurance that the Leipzig Trade Fair this fall will be one of the most important fairs, both as regards the number of exhibitors and the attendance, in its long history. More than 10,000 exhibitors from twenty-two countries, including the United States, will take part. Upwards of 180,000 buyers from more than forty countries will be in attendance. The fall fair will be held from August 29 to September 4.

The size and attendance of the fall fair of 1926 indicates the remarkable recovery of Germany and of Europe in general since the war. It is significant that the countries which exhibit and purchase at the Leipzig Trade Fair are in general most progressive in returning to pre-war prosperity.

The official figures are as follows:

	1914	1925	Pct. Inc.
Exhibitors	4,000	10,500	163
Buyers	20,000	180,000	800

American business men are taking a keen interest in the Leipzig Fair both as buyer and prospective exhibitor. Fully 1,500 buyers from the United States, representing a wide variety of interests, will attend the fair. It has been found from experience that in certain industries the cheaper wages of German labor and other factors make it possible for the Germans to offer many bargain counter attractions.

The Leipzig Trade Fair has always been international in character, and foreign nations are cordially invited to display their products on equal terms with Germany in friendly rivalry. The United States has already availed itself of this opportunity by sending a large number of manufacturers, notably in the automobile line. Upward of a score of automobile makers in the United States will display their cars at Leipzig this fall. It is expected that America will have a special building for the display of its products in the near future. The Leipzig Fair offers a unique opportunity for American manufacturers to display their products for the inspection of a vast army of buyers, gathered from all parts of the world.

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Production Gains As Prices Decline

Production gains over the number of workers employed, coupled with the concomitant decline in the general price level and the division of workers to other occupations created by new methods of operating plants, are heralded by the National Industrial Conference Board, Inc., as promising far-reaching betterment in our economic affairs.

Says the board: "It has been generally accepted that employment fluctuates with production, on the assumption that, barring revolutionary changes in methods, a given labor force is necessary to produce a certain output. This was substantially true, according to the board's study of employment and production, from 1900 to 1914, but during the past decade employment in manufacturing has to an increasing degree failed to keep pace with the increase in output and this tendency has become particularly noticeable since the year 1921. Although the volume of manufacturing output from 1921 to 1925 increased about 62 per cent, employment during the same period increased only 14.28 per cent."

The difference of fluctuation between volume of production and employment since 1921 is so marked, the board declares, and substantiated to such an extent by the experience in individual plants, that the conclusion of a great saving in human energy in manufacturing production cannot be escaped. As the change in relative volume of employment is measured in proportion to individual plant capacity, the board emphasizes, it does not indicate increasing unemployment. It is to be interpreted

rather as the opening up of opportunities to work in other fields, to the degree that the machine relieves men and women from having to earn their living with manual labor.

Significant in this connection, the board points out, is the fact that the general price level during the past five years has been declining along with greater productive activity, a symptom contrary to general previous experience, and making possible higher living standards.

While a greater output per worker employed has been made possible by modern, highly organized, high-powered and more efficient industry, it has also therewith raised the earning capacity of the individual workers. Actual wages paid per worker in all manufacturing industries combined, according to the board's wage study, in 1925 averaged about 114 per cent more than in 1914, and the "real" wage—that is, the purchasing power of factory workers' weekly earnings, taking into account the higher price level—in 1925 averaged 28 per cent more than in 1914. The tenet recently adopted by the American Federation of Labor, that the wage earner should participate in the returns from increased efficiency in the operation of the industry, in effect has been realized during the past decade, according to the board's analysis.

In 1880 when incandescent electric lamps of the first crude types were offered for sale, the price was \$1.25. Two such lamps at \$2.50 using 185 watts of electric current gave about the same amount of light as one average 27-cent lamp today and today's lamp uses but 49 watts instead of 185.

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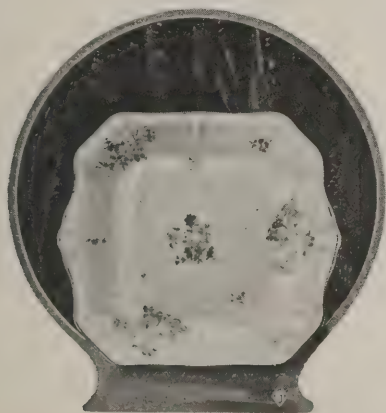
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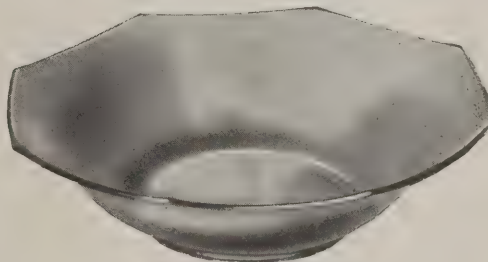
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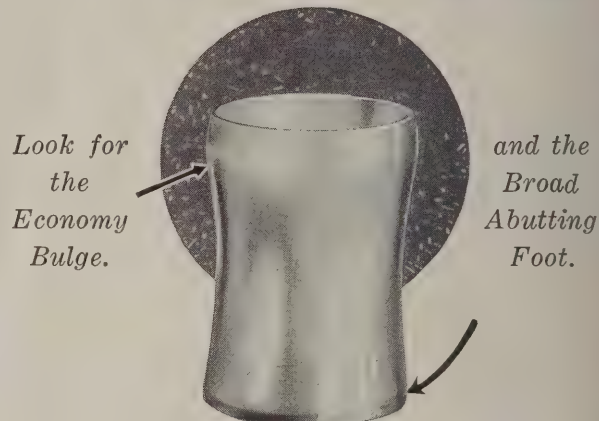
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POSITION WANTED—Traveling salesman wishes line on commission basis covering Pacific Coast. Reason for resigning present position, change of territory not agreeable. All communications will be forwarded to me on my route and will have immediate attention. Regarding ability, staying quality highest reference given and can produce the goods. Answer by letter only to Custer, 920 Charles C. Chapman Building, Los Angeles, Calif.

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BUYER CHINA, GLASS AND LAMPS, 20 years' experience, best of references. For further particulars address Box 567, care of CROCKERY AND GLASS JOURNAL.

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Buyers in New York

- AUGUST 12, 1926
- J. T. Atkins, housefurnishing goods, Auerbach Co., Salt Lake City, Utah, 333 7th Ave. (J. M. Biggins, Inc.).

G. L. McLaughlin, lamps, Newcomb-Endicott Co., Detroit, Mich., 128 W. 31st St. (Weill & Hartmann).

A. G. Rooker, housefurnishings, Russell, Graham Co., Marshall, Tex., 45 W. 34th St. (Beck & Schlanger), Imperial.

Miss Bevans, gifts, Newcomb-Endicott Co., Detroit, Mich., 128 W. 31st St., 6th floor.

Mr. Silbiger, housefurnishing goods, Meyers Co., Greensboro, N. C., 105 Madison Ave.

Mr. McCarthy, housefurnishing goods, Cohen Bros., Jacksonville, Fla., 105 Madison Ave.

Mr. Rosner, china, glassware and lamps, Kaufmann & Baer Co., Pittsburgh, Pa., 116 West 32nd St.

- AUGUST 13, 1926
- Mr. Moreland, housefurnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 W. 30th St. (B. F. Levis).

- AUGUST 17, 1926
- F. E. Fleischman, housefurnishing goods, I. Freimuth, Duluth, Minn., 1170 Broadway (Ahrens, Smith & Ferguson).

B. G. Twitchell, china, housefurnishings, Kaufman Straus Co., Louisville, Ky., 112 W. 28th St. (Littman & Storch).

J. L. Koster, housefurnishings, Katz & Goldsmith, Braddock, Pa., 105 Madison Ave.

C. H. Trueman, housefurnishings, L. S. Ayres & Son, Indianapolis, Ind., 1440 Broadway (Assoc. Mds. Corp.).

Mr. Mater, housefurnishings, G. M. McKelvey Co., Youngstown, O., 455 Seventh Ave., Room 904.

- AUGUST 18, 1926
- G. Salisbury, housefurnishings, W. N. Whitney Co., Albany, N. Y., 27 West 33rd St. (Fellows Buying Co.).

L. Michael, gifts, novelties, The Loeb Co., Washington, D. C., Penn. Hotel.

Mr. Goldsmith, housefurnishings, Brager's, Baltimore, Md., 115 W. 30th St. (B. F. Levis).

H. Stanger, housefurnishings, toys, Kaufman's, Harrisburg, Pa., 1150 Broadway (F. Lilienthal Co.).

J. E. White, housefurnishings, White Bros., Waynesboro, Va., Lathan Hotel.

J. Wallace, china, glassware, Wallace Bros., Chicago, Ill., Herald Sq. Hotel.

C. A. Calder, toys, glassware, Wm. Taylor Sons & Co., Cleveland, O., 1440 Broadway.

C. C. Sickenberger, lamps, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Assoc. Mds. Corp.).

PETER POTTER



PETER POTTER SAYS: I know a feller what had to give up his job in a crockery 'n glassware store 'n go to work in a rubber ball factory. Whenever he dropped 'nthing in th' former et cost him a good piece 'o his salary but in the latter th' merchandise only bounced when he dropped 'em.

Capitalists Now Are All Sorts of Folks

Those perverted orators who seek to stir the envy of their hearers by assailing "the capitalist class" may learn something not particularly to their advantage from an analysis of the occupations of purchasers of a recently issued preferred stock of a public utility, according to an editorial in the New York Sun. The editorial lists the number of investors in this stock by classes thus:

Accountants	166	Mechanics	530
Bakers	153	Messengers	91
Barbers	155	Nurses	2/4
Butchers	115	Painters	182
Carpenters	483	Plasterers	60
Chauffeurs	601	Plumbers	257
Clerks	2,987	Policemen	347
Domestics	623	Printers	335
Draftsmen	149	Railroad men	312
Dressmakers	372	Seamen	51
Electricians	582	Secretaries	314
Engineers	558	Bankers and Brokers.....	65
Factory workers	1,058	Dentists	63
Foremen	518	Doctors	146
Housekeepers	4,029	Lawyers	77
Laborers	499	Managers'	496
Machinists	499	Manufacturers	153
Metal workers	157	Merchants	926

Glass and Pottery Imports to Guatemala

There was an increase in Guatemala's importation of glassware and crockery from \$249,000 in 1924 to \$266,000 in 1925, or 7 per cent, according to a U. S. Consular Report. The most noticeable increase was in the imports from the United States from \$50,000 to \$97,000, or 94 per cent. The imports from Germany decreased from \$124,000 to \$109,000, France from \$13,000 to \$10,000, and England from \$6,900 to £5,800. Glassware and crockery imports from other countries were as follows: Belgium, \$25,400; Japan, \$13,000; and the Netherlands, \$4,700.

New York Directory

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Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
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GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps. Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Idersine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

LEVY BROS. CHINA CO., 35 W. 23rd St.
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MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
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Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

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Fine blown tumblers and stemware.

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SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

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Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
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UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
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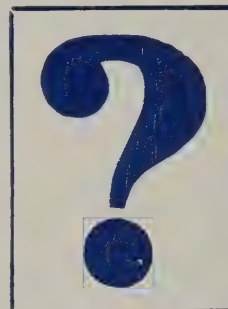


Vol. 103, No. 8

AUG. 26, 1926



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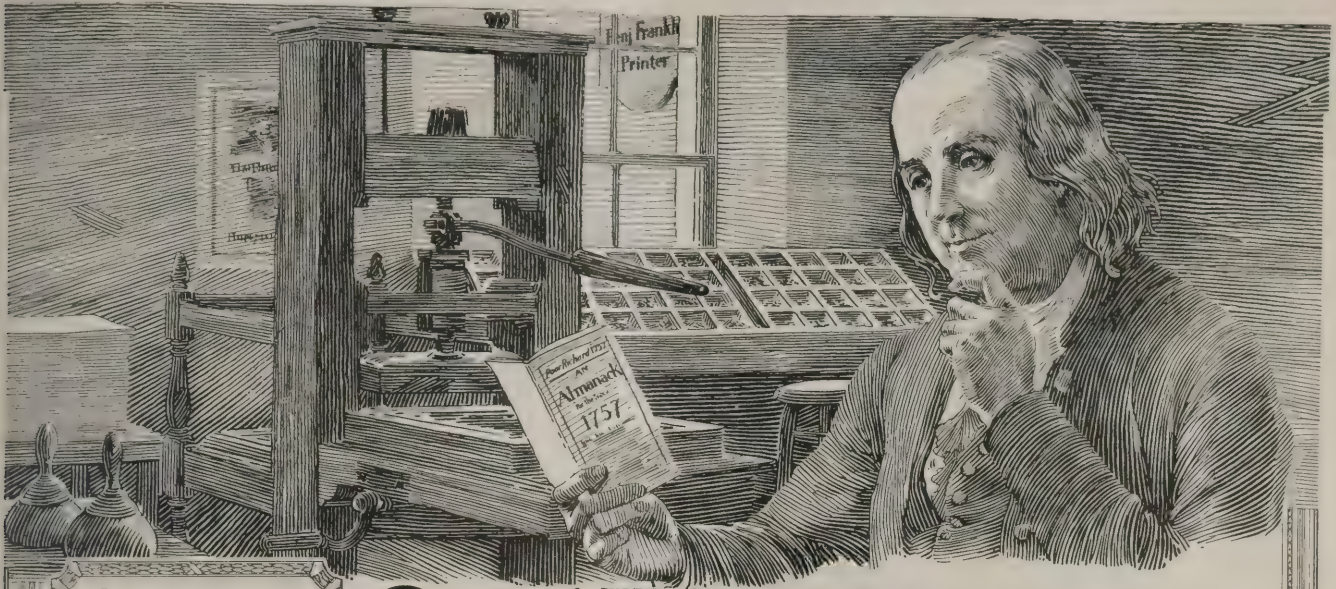
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AS THE EDITOR SEES IT

Functions of Selling Agents

Great strides have been made in export practice by American firms in the past few years. Complaints of business being poorly handled are relatively few, as trained executives and experienced help now handle the export trade of most American enterprises, declares H. R. Hungerford in *Commerce Reports*.

Occasional instances still arise, however, in which American exporters lack a clear understanding of the requisites for successful foreign trade. Some of the mistakes come to the attention of the Bureau of Foreign and Domestic Commerce are worthy of mention.

One of them is a lack of understanding of the status of selling agents. Selling agents' business, of course, is to sell on commission for the account of their principals—they are not in the market to purchase. But, strange as it may seem, their inquiries concerning agency propositions are not infrequently looked upon as indicating a desire to buy goods, and so they receive quotations as prospective customers rather than the desired information.

A case recently came to the attention of the bureau in which, after extensive negotiations, agency arrangements had been all but concluded and the foreign correspondent was only awaiting confirmation and samples before beginning work. The expected letter, however, came from a

source other than the department with which he had been dealing; it suggested new negotiations and offered a commission of approximately one-quarter of the original and practically agreed-upon basis. This, of course, was not acceptable, and other connections were sought by the selling agency.

With reference to agency representation, American manufacturers should bear in mind that buyers do not come to decisions as rapidly as in the United States and, hence, salesmen abroad should not be expected to cover the trade as quickly as is done by salesmen here. In addition, much foreign territory is sparsely settled—making it necessary for salesmen to spend much more time in getting from one customer to another. These two considerations imply the necessity for liberal commissions in order to insure adequate representation.

It has been pointed out by American commercial representatives stationed abroad that our manufacturing exporters frequently ask for lists of retailers doing business in certain foreign districts. Ordinarily, it would be more appropriate to request information concerning export and import houses, manufacturers' agents, wholesale houses, or jobbers, according to the nature of the product. Some commodities, of course, can be sold most satisfactorily through engineering and other professional establishments prepared to give technical service.

U. S. is Now Surveying Many Domestic Markets

Department of Commerce Reports Rapid Progress in Analysis of Trade Possibilities and Conditions in Various Sections of Country—Results Show Need and Value of Work

GREAT progress has been made in the task of surveying the market possibilities of various sections of the country by the Bureau of Foreign and Domestic Commerce, says Dr. Julius Klein, director of the bureau, "and the results already are more than proving the wisdom of Congress in creating an agency of this sort in the Department of Commerce.

"Our chief problem is to make sure that we confine our efforts to the fields of action which have not yet been covered in any way, either by well-established private, or at least nonofficial, trade promotive agencies, trade associations and chambers of commerce, or by other governmental agencies. We found at the outset of this work certain lines of usefulness which would not in any way conflict with or overlap activities of other official or unofficial agencies.

"Time and again business men have asked us why we cannot make an analysis or appraisal of the market possibilities of an area like the Philadelphia region or other regions in the United States, as we have done in China and the Philippines and elsewhere, and to give them some intelligent advice about our own country, as to how they might develop their business, etc. We undertook that first with a commercial survey of the Philadelphia marketing areas.

"These regional surveys are intended for the merchant who proposes to sell his commodity in the particular region and who has before him such questions as: What market is there? What is the purchasing power of that particular region? How is the trade carried on? What is the wholesale and retail activity? Our efforts are to make a thorough analysis of the marketing methods pursued with some idea of the possible purchasing power of the territory involved. We have surveyed the Southeastern States centering around Atlanta, and we have been able to give surprising data, said by the merchants interesting in trading in that territory to be of the greatest value.

GREAT DETAIL IN ANALYSIS

"We undertake analyses of the income tax returns, of the ownership of the automobiles and ownership of telephones, and a whole group of data that enables us to make what might be called a prosperity map of the territory that American merchants may use to make their plans intelligently and not in the dark. We have been impressed again and again by the inquiries coming into the department, which is one of the best indices we have as to how to carry on our work. Instead of sitting down and theorizing, we analyze these thousands of requests and find out what the business men want us to do. It is surprising to

Eight

discover the deplorable ignorance of even the best American firms as to how to carry out their domestic commerce expansion.

"For instance, certain paint companies still make their sales allocations by population. This method often leads to ludicrous errors and avoidable waste in sending their salesmen on expensive and futile tours. The States present totally different prospects as far as paints are concerned—a most elementary fact and yet one that even the largest firms are apt to overlook. The sales program of a large stationery firm is likewise seriously deficient in vital factors, according to the statements by the head of one organization, who says the outstanding characteristic of the sales managers of American manufacturing firms is that they are completely blinded by routine. Such a statement is rather scathing and with approximately \$1,000,000,000 in our domestic commerce, if estimating only 10 per cent the waste in useless attempts to sell goods where they cannot be sold and where it is mathematically certain that they cannot be sold, there is a figure that is as large as our whole export trade put together—imports and exports.

"We have undertaken two lines of work, original surveys in the Southwest and West, in the Middle West and New England. We have made a survey in the Middle Atlantic States and in the Southeast. There is a long waiting list of communities that want such surveys, and we believe that a carefully mapped out, conservative program will enable us to learn by experience and make much better progress than if we launched into a wholesale campaign which might be very expensive. In every case the surveys are undertaken with the closest collaboration of the communities involved and in many instances the communities bear a good deal of the general expense."

REPORT ON NEW ENGLAND

The New England survey is being supervised for the Department of Commerce by Dr. C. B. Artman. His report, as made public on August 6 at the Department, showed that the preliminary field work is nearing completion in Connecticut and Rhode Island with general survey work progressing satisfactorily in Massachusetts, Maine, New Hampshire and Vermont.

Co-operation by all branches of industry and agriculture in New England has resulted in the return of approximately 25 per cent of the questionnaires distributed throughout the six States, Dr. Klein said.

"While this gratifying response indicates the fine work performed by the New England Council and State associations in preparing the area for the survey," he added, "

(Continued on page 20)

Profit in Style, Not Price, Hastings' Tests Prove

Principle Applies to Pots and Pans and Housefurnishings as Well as Women's Apparel, Group Head Tells Convention of Merchandising Managers, Citing Experience and Research Records

TOO many stores are buying price instead of style today," declared Ernest Hastings, president of the Hastings Research Group, at the recent convention in New York of the Merchandise Managers' Group of the National Retail Dry Goods Association. Mr. Hastings discussed the present weakness in department store merchandising policies and their remedies, especially as applied to housefurnishings departments.

No matter what anybody tells you, no matter how many indications may seem to point in the opposite direction, it is a fact that we are living today in a style age, not a price age. We have proved this conclusively through the experience of the stores in our group."

Mr. Hastings mentioned specifically a number of points upon which many buyers and merchandise managers are making mistakes that either eliminate or greatly reduce profits.

One of these mistakes is buying price instead of style, he said; another is buying assortments of merchandise offered as a unit by manufacturers; and still another is buying seconds.

The experience of the Hastings group of stores, he pointed out, has demonstrated conclusively that even in such items as aluminum wear, pots, pans, coffee pots and other similar utensils, the style factor has a great deal more to do with volume of sales and turnover than price. The so-called "octagonal" styles proved far better sellers, even at higher prices, he declared, when the group switched to them from the plainer and cheaper utensils. Increase in both sales and turnover were general throughout all the stores in the group.

He explained that the experience of the stores, upon analysis, had proved very unsatisfactory with assortments purchased as a unit from manufacturers.

"They will tell you," he said, "that you will sell from 40 to 60 per cent of the lot in a couple of days, at some price like ninety-nine cents. And so you will, in all probability. But they don't tell you how long it will take you to move the remainder. It is true that the choicest items in each assortment will sell rapidly, but you'll probably find that in the end you will have to mark down the remainder at figures like forty-nine cents and even twenty-nine cents to get rid of it, and that your profit on the entire assortment turns out to be a loss or something dangerously near it."

The objection to buying seconds for the sake of the price reduction and values possible, he declared, is the same. The buyer negotiates for a limited quantity of the sec-

onds. The manufacturer offers still more attractive price bait if he will take away the entire lot. The buyer succumbs. Placing the goods on sale he finds that the public roots through the bargain tables, quickly snapping up the articles that are not much below standard, and that the remainder either stays unsold or has to be marked to such very low figures to move it that the profit on the entire transaction is eaten up, though this loss may be effectively concealed in the averages of mark-ups and mark-downs. While in the meantime the store has added just that much to its reputation as a dealer in substandard merchandise."

The remedy for all of these evils, he pointed out, lies chiefly in the adoption and rigid adherence to a "basic buying list," made up from actual sales and turnover experience item by item, and regardless of price.

In discussing floor coverings, he said:

"All of our stores were losing money on their rugs. This was equally true of the larger as well as the smaller ones. When we dug into it we found that they were either buying price instead of style or at least material—quality regardless of style. That is to say, they were not concentrating on colors and patterns. They were buying the rugs at auctions, shipping them home to the store and heaping them up into nice piles, in which they stayed.

"So we made some comparative tests with the patterns of one of the well-established and widely known manufacturers. We found that in the same quality rug we could sell the patterns that were 'in style' at \$150 when we couldn't sell the less desirable designs at \$125.

"When we consulted the buyers of the stores in the group as to the reasons for their leftovers it boiled down in every single case to the admission that the colors were not right or the patterns were bad.

"We went further. We dug into this problem of alleged difference in taste and styles in different geographical sections. And we found that it does not exist, at least not within the New England, Middle Atlantic and East Central sections. The people all want to buy the same general range of patterns and designs. We picked five buyers representing five localities supposed to vary in taste, and had them individually select their own best sellers. Their selections dovetailed perfectly. Then, to check up against the taste of the entire country, we checked the selections of these five buyers against the manufacturer's list of designs and patterns which had been the best sellers in his national volume. Again the dovetailing of the selections was almost perfect."

(Continued on page 20)



CAUGHT IN THE NEWS NET



A NEW addition to the buying fraternity is Geo. A. Laubach, Jr., son of the head of Wm. Laubach & Sons, Easton, Pa., who has taken over the buying for the china, glass and house furnishing departments which were formerly in charge of W. Wentworth. Mr. Laubach, accompanied by his father, has been in the New York market placing orders this week.

David Fisher, president of the Paden City Glass Mfg. Co., Paden City, W. Va., is a visitor in town this week talking over business with his New York agent D. King Irwin. Mr. Fisher brought with him a few samples of a new line he is soon to introduce on the market.

E. L. Hochstuhl, of the York Trading Co., importers of china, crockery, etc., 42 East 10th St., New York, is sailing on the *Cleveland*, August 26th, in the interest of the firm securing new lines and novelties to add to the company's already attractive importations. He will visit Germany and Czechoslovakia, returning some time early in October.

Harry F. McKenzie, manufacturers representative, is now handling the lines of the Globe China Co., and the Eagle Decorating Co., at his showrooms, 2 East 23rd St.

Tim Mulvihill of The Fair, Chicago, was in New York on a buying trip for a week leaving yesterday for the Windy City.

George R. Ahrendts of the Globe China Co., was in New York last week to confer with H. F. McKenzie, his New York representative, on some new patterns the firm will shortly bring out. Mr. Ahrendts returned to Cambridge, O., Friday.

Miss S. Goldsmith was in New York this week making purchases for her gift shop in Waynesberg, Pa.

Miss Isabelle Gilbaugh, china and glassware buyer for Meir & Frank Co., Portland, Ore., left New York today for the West Coast, after a week spent in looking over new merchandise and making purchases here.

In our issue of August 12, it was incorrectly stated in an item in connection with the Illinois China Co., Lincoln, Ill., increasing the capacity of their plant, that this factory manufactured vitrified hotel ware. As a matter of fact they do not make vitrified hotel ware but are manufacturers of a complete line of semi-porcelain dinnerware.

Goodwyn Crockery Co. Takes Over Memphis Queensware Co. Stock

Announcement of the purchase of the entire stock and goodwill of the Memphis Queensware Co., by the Goodwyn Crockery Co. is contained in a full-page advertisement which appeared in a recent issue of the Memphis Commercial Appeal.

Bordering this announcement are photographs of various members of the Goodwyn Crockery Co. staff, some twenty-four in all, while in the center are photographs of Mrs. M. A. Goodwyn, president of the firm; W. Gilliland, vice president and sales manager; Charles Brown, secretary and treasurer and the late Robert Goodwyn, founder of the Memphis Queensware Co., and the Goodwyn Crockery Co.

Mr. Goodwyn, the founder, died several years ago and with his death Mrs. Goodwyn took over the presidency of the firm and has since ably carried the business on assisted by Messrs. Gilliland and Brown and with the operation of the rest of the force.

The firm is known as "The House of Fair and Square Dealing."

Under the caption "Old Customers and New" the announcement has the following to say regarding the takeover of the new stock:

"In taking over the stock and goodwill of the Memphis Queensware Co., we realize that during their thirty years of service, many merchants have become their good friends. We shall always strive to serve you in the same agreeable, pleasant way, and ask for a continuance of your patronage upon this basis. To those who have always been our customers, we want to say Thank You for having helped our business prosper to such a point that this announcement has been made possible."

Chester L. Jones Buys Sanger Bros. Stores

The Sanger Brothers department stores in Dallas, Waco and Fort Worth, have been sold. The purchaser is reported to be Chester L. Jones, of Kansas City, president of the Chester L. Jones Stores Corporation.

The Sanger stores, it is declared, will be used as the nucleus for the development of a large chain of department stores, but details of the Jones' plans in this connection have not been given out.

It has been intimated, however, that the management of the Sanger stores will not be disturbed for the present.

Mr. Jones, whose active management has been largely responsible for the great increase of business enjoyed by his Kansas City enterprise, is already actively interest-

department store chain development, being a large member in the Mercantile Stores Company of New York, which operates more than a score of stores in various cities.

Lazarus & Rosenfeld Issues Booklet on Ship Models

One of the lines Lazarus & Rosenfeld, Inc., 98 Fifth Avenue, have been specializing in for some time is ship models and their success with them is responsible for a eight page booklet the concern have just gotten out, which illustrates and describes the various models they carry, with prices.

The booklet is very attractively gotten up with generously sized illustrations of ships on every page. Among those illustrated are the "Santa Maria," flagship of Columbus's fleet, "The Nina" another of the Columbus vessels, "The Pinta" also of the Columbus fleet. The New England Clipper and others.

Merchants interested in ship models should write at once for one of these booklets.

Henry Mansell in New Quarters

Henry Mansell, importer and factory representative, has removed to new, attractive, and spacious quarters on the second floor of the building at 35 West 23rd St., where he has much better facilities for displaying his lines and taking care of the trade than formerly.

Mr. Mansell is sole agent for Barker Bros., Ltd., J. H. Vatherby & Sons, Ltd., and Kensington Pottery, Ltd., England, all manufacturers of earthenware dinnerware as well as Samson Smith, Ltd., manufacturers of "Wetley" china tea ware.

A few samples from the various factories are now on view at Mr. Mansell's new quarters.

Who is that fellow who goes out of here every night with a big bag full of papers?

To whom do you carry all of your troubles?

Who gets letters from all sorts of people telling him how to run his business?

To whom do the stockholders complain when they are dissatisfied?

Who is called to Washington when trouble breaks?

Who irons out friction when it creeps in?

Who gets the requests for more money?

Who has to worry about the funds to carry on the business?

Who rarely makes a social engagement because he knows his work will interfere?

Who has the most people trying to waste his time?

Who soonest gets wrinkles around the eyes and grey in his hair?

Who do you think has the biggest snap in the world?

Whom do you hope some day to succeed?

"HE IS THE BOSS"

Britons Studying Our Methods

SELFRIDGE OFFICIALS, ON TOUR IN U. S. CONTRAST METHODS OF TWO COUNTRIES—FIND U. S. STORES "TALL"

BARGAIN basements (à l'Americaine), are making their appearance rapidly in England, and finding high favor there among consumers, as also is the American style specialty shop, according to H. Seal, display manager of the Selfridge department store in England, who recently arrived here with about fifty other executives of the great English store on a tour of this country to study American store methods at first hand.

American toilet articles also are growing rapidly in English favor, he said, as well as certain American foods, notably maple syrup and corned-beef hash.

One of the things which proved most immediately impressive to the English department store men was the size and height of the New York department stores, for the building tendencies in England are horizontal rather than vertical. The Selfridge store, Mr. Seal declared, is about the same size as Gimbels in New York.

The Selfridge officials, who are at the Times Square Hotel, found a striking contrast between the piano department of the Gimbel and the Selfridge stores. Though Selfridge does a tremendous volume of pianos, it was explained, it does not devote as much advertising or display space to this department.

The party, after visiting the big stores in New York, proceeded on its itinerary, which includes Niagara Falls, Toronto, Detroit, Chicago and Philadelphia.

Members of the party are:

Mr. and Mrs. Butler, sales offices; Mr. and Mrs. Seal, display; Miss M. E. Gabbittas, merchandise bureau; Miss I. K. Alwynne, cleaners; Miss E. Robinson, basement mantles; Miss M. F. Hodge, bathing gowns; Miss J. Hyde, blouses; Miss A. E. Jonell, basement corsets; Mrs. F. C. Harpur, lamp-shades; W. R. Adams and W. R. Adams, Jr., wines; T. E. Evans, silks; F. Day, trunks; L. Ball, men's clothing; F. Munns, provisions; A. E. Pitcher, grocery; A. T. Prestage, iron-gate; R. H. Greenshields, fish; Miss F. Goodhew, underclothing; superintendents, Mrs. D. M. Melliush, Mr. and Mrs. R. O. Davies, H. A. Webber, Messrs. L. E. Dunn, W. R. Leathes and H. P. Heathcote.

F. Beare, A. H. Bull, Ltd., Reading; Miss M. Mabbott, Miss W. Middleham, L. W. Fox and Miss H. Bishop, Cole Brother, Sheffield; Miss W. N. Fee, Miss E. Newling, S. Smith, T. Barton Davis and E. C. Medcalf, George Henry Lee, Liverpool; N. A. Parsons, A. J. Dorell, Ltd., St. Albans; R. Moat, Blinkhorn, Ltd., Gloucester; H. H. Harman, R. Needham & Sons, Ltd., Brighton; Miss D. T. Unway, toy department; D. J. Trim, adjustment; A. J. Watkins, men's outfitting; Miss M. C. Farren and Miss G. S. Gambrill, confectionery; Mrs. A. L. Herrling, mantles; A. Wilkie, cotton goods; Miss Snow, hosiery; Miss Parrish, Department 9; Mr. Cory and Mrs. Woolston, Holdron's.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



New Pressed Glassware Machine Will Increase Production 900 Per Cent.

THE invention of a machine for the manufacturing of pressed glassware that will increase production of such factories nearly 900 per cent with a reduction in costs of about 75 per cent has been announced by the Universal Glass Machine Co. of Pittsburgh. The machine has been approved by the Patent Office at Washington, D. C., and final papers have been granted the company. It is believed by many that the machine will in a measure revolutionize the glass industry. It is the invention of C. H. R. Howe, a member of the well-known family of inventors who are credited with the designing of the Howe scales and the Howe sewing machine. So interested have manufacturers of pressed glassware become in the new machine, that several are expected to be installed in pressed glass factories before the close of the year.

Libbey Glass Co. Seeks Reversal of Decision

The Libbey Glass Co., Toledo, O., as plaintiffs in error, has filed a petition in error in the Ohio Supreme Court, Columbus, O., seeking a review by that court of a decision of the Lucas county court of appeals in the case of Otto C. C. Gronau, of Toledo, who filed an original damage suit against the company. Gronau was injured while in the employ of a contractor who was doing some work at the Libbey plant. Gronau sued the company for damages, and obtained a verdict in the common pleas court. The company took an appeal, and the Appellate court sustained the lower court. Then followed the filing of the petition in the State Supreme court for a review of the case, and the decision of the higher court will be of vital importance to all manufacturers because of the issues involved.

Ohio Glass Products Co. Needs \$100,000

Stockholders of the Ohio Glass Products Co., Massillon, O., have been advised that at least \$100,000 will be required as additional capital to place the plant on a paying basis, it is reported here. A meeting of the stockholders was held at Massillon a few days ago when plans were considered relative to placing the property in operation. The factory was erected with a view to manufacturing a general line of containers, but it has been idle for a period of time. There are about 150 stockholders in the corporation.

Twelve

Another Factory for New Martinsville

Another glass factory is to be established at New Martinsville, W. Va., according to reports received this week. As a result the community will have two such factories. The original factory erected was the New Martinsville Glass Mfg. Co., which has been a successful business venture from the beginning. The new company, which is now being formed, will feature a line of novelties, which include convex glassware and clock glass.

Keyser, W. Va., Wants Glass Factory

Business interests at Keyser, W. Va., are interested in having a new glass factory erected there, and committee have visited Cumberland, Md., people who are now concerned in seeking a location for a plant. Recently the factory of the Queen City Glass Co. was destroyed by fire shortly after it was placed in operation, and the effort now being put forward is to have this company go into business at Keyser.

Fall business is in more liberal receipt, according to glassware manufacturers, and with the close of the summer vacation period for employees Saturday, factories again be in a position to continue regular production schedules.

Buyers Visit E. Liverpool District

A few buyers have been in the local district of late, wanting something special for sales proposed for the immediate future and the majority placing business for future shipment. The demand for colored glassware continues to hold up well, in fact colored ware has bolstered the market this year in no small way. The novelty line has been and is still in very excellent request, not only by retail distributors but by the jobbing interests as well. Bloomsburg stemware is still in active movement, the demand for popular priced merchandise being in the lead. A better grade of merchandise, however, is being bought by some contributors for fall and holiday trade, and these orders are listed for later shipping. With the wage question in the flint glass industry settled for another year, manufacturers hold that all plants should continue operating actively throughout the balance of the year, although the summer dullness which all factories have experienced in a greater or less degree was not unlooked for. Placing of orders for the fall and holiday trade will be active starting next month, and this rule is similar to that situation which has prevailed in former seasons.

Work Progresses on Louie Factory

Favorable progress is being made upon the erection of new plant at Weston, W. Va., for the Louie Glass Co., unless something unexpected happens to halt construction work, the new factory is expected to be completed in the next two months. The company plans to manufacture a general line of flint glassware, including tumblers and kindred items.

General Spending \$100,000 on Improvements

The Federal Glass Co., of Columbus, O., is spending upwards of \$100,000 in factory improvements which will include the erection of new lehrs and other equipment. The factory is one of the most active in the middle west in the production of tumblers and other similar lines, and improvements are being made with a view of greater output.

Bonita to Erect Additions

Construction of additions to the plant of the Bonita Art Glass Co.'s plant at Huntington, W. Va., will begin next month, it was announced this week by General Manager H. Jaeger. A building program costing \$15,000 has been outlined. The company is doing an exclusive decorative business, and was formerly located at Wheeling, W. Va.

U. S. Featuring Cold Drink Sets

The United States Glass Co. has made a special feature this season of cold drink sets, and as a result the sales department has disclosed the demand for this line has exceeded former sales records. From time to time new shapes have been added to this line, jugs and tumblers to match, the jugs to be had with or without covers. This line is shown this year in both colored and crystal ware, and in all it is the largest assortment of the kind this company has ever assembled. Although the weather has been unseasonable at times, the company has done a heavy volume of business on its entire offering of cold drink sets.

Kopp Glass, Inc., Doing Big Business

Kopp Glass, Inc., Swissvale, Pa., of which Harry A. Ross, formerly with the Pittsburgh Lamp, Brass & Glass Co., is manager of sales, is doing a very heavy business at this time in lighting glassware. In addition to this line the company is also producing a line of novelties and specialties. The line is different in many respects to that formerly produced at this plant when it was under other management, as many new items have been designed since the factory has come under the personal management of Nicholas Kopp, who is also president of the corporation.

Peter Potter wants your suggestion.

Would You Gag Your Salesmen?



Imagine this man sitting in a buyer's office while another representative was selling a competing line.

Foolish, isn't it, yet that in effect is just what is taking place when you print your company's name and slogan alongside a competitor's advertisement that is illustrated and tells the buyer something he wants to know.

Rawsthorne illustrating service and advertising counsel is at your disposal. Send us the ware—we'll do the rest.

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Heeren Building—Eighth & Penn—Pittsburgh, Pa.

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A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

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New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



What's the Matter With the Pottery Business Is Question Being Asked

WHILE a better tone to the dinnerware market continues as the season advances, the question is still being asked by many associated with the industry, "what's the matter with the pottery business?" And just as many answers to this query are being returned as are asked. Some declare that the continued growth of the syndicate business has had a lot to do with the present situation. Others say too many short sets are being sold, and still others suggest that too many special sales are being put over by department store managers without considering future reaction. While all these "reasons" may have some foundation of fact, yet there is no denial of the statement that the department store business is far from being what it should be. But these facts remain undisputed: When generalware manufacturers with thousands of dollars invested in factories are unable to obtain sufficient business from old line channels of trade, they are compelled to seek business elsewhere. That is being done at this time and the drive for business in the "wide open spaces" will very likely continue until former large buyers of dinnerware return to the market. Also that the syndicate store trade is growing, and that the heads of these syndicates are today distributing more dinnerware than ever before, with sales to these interests increasing. Not only is this admitted to be a fact, but in many sections of the country large furniture houses are making a house to house canvas marketing dinnerware, and these distributors have adopted plans whereby they are developing a growing dinnerware trade. These furniture dealers are not putting out the old-time gold band and line sets, but are marketing a specially selected open stock pattern, so that the buyer, after the set is delivered can go to the furniture dealer, obtain replacements, and eventually purchase additional items. There is a secret in this plan that might be followed by all distributors of dinnerware, that of obtaining the customer first, and then having the customer return to the store for either dinnerware or possibly some other household requisite. The idea is to get the customer, and that is what the furniture store dealers are doing today, and dinnerware is to be the "leader." Dinnerware manufacturers have pointed out that whereas the furniture trade is putting out a short set in a good open stock pattern and on a good grade of ware, there is no reason why the department store buyer could not put out a short set on an open stock pattern, and obtain a greater profit on replacements and the sale of additional items to enlarge the set. But the cry from many department store buyers during the

last few months has been short sets to sell at a price. In other words special sales merchandise. A lot of this class of merchandise has been sold, but what has been or will be the reaction? Will the customer be satisfied with the class of ware marketed during the special sale? Will the customer return as pleased and want more ware of the same patterns? It has been suggested, and in some instances the suggestion has been followed of late, where buyers have discarded the scheme and third idea and have ordered "R K" goods in an open stock pattern, and after a while the return has been greater than formerly. "Many buyers are only looking at the present and are not anticipating the future," one manufacturer put it this week.

"Pete" Rinkin, manager of the china and glass department of the Boston Store, Chicago, accompanied by J. J. Caffrey, spent several days in the local market last week.

George Bratt on Road

George T. Bratt, salesman for the Edwin M. Knowles China Co., opened at Cleveland, O., late last week, it being his first stop on an extended western trip.

Arnstein & Papke in East Liverpool

Leo Arnstein, merchandise manager for the Schuster Stores, Milwaukee, Wis., with "Al" Papke, of the same organization have been spending some time in the local market, after which they went into the Pittsburgh glass market. They were interested in merchandise for Christmas and holiday requirements.

"Mayflower" Shape Very Popular

It was related this week that the popularity of the "Mayflower" shape of the Edwin M. Knowles China Co., is such that over 7,000 open stock patterns have been placed throughout the country. This is declared, is a new high record for one shape. The shape was placed on the market some years ago, and immediately leaped into popularity. It was featured in open stock patterns only, and was bought in liberal volume from the beginning.

Smith, Phillips Have New Compartment Plate

The Smith, Phillips China Co. have added a new compartment plate to their line, made in an ivory body, and to be had in a wide variety of decorations. The plate is light in weight, and when stacked takes no more room than a dozen seven-inch plates. The item is now being shown for the first time to the trade. Formerly the compartment

plate was to be had only in thick weight, and this is the first time that the plate has been made the same thickness of flat ware included in the semi-porcelain line. Over a dozen different patterns are to be had. Although the item was only recently added to the line, and because of its light weight it has proved to be a very popular item and department stores have been ordering the plate in very heavy volume.

Advancement in Operating Schedules

With an increased volume of business being received by the generalware manufacturers in the eastern Ohio territory, some advancement in operating schedules is noted. As a whole the district is operating on a basis of probably 75 per cent. Mail business is slightly heavier than formerly, and road salesmen are forwarding a larger volume than they did when making earlier trips over their territory. There is a trend, however, to cover the country with a fine tooth comb for business, for the reason that former channels of trade have not been producing the volume manufacturers have been accustomed to receive. With a change in the situation, however, it is very likely the production of the district will be up to at least 80 per cent of capacity within the next few weeks.

Old Pottery Sold at Norristown

The former pottery plant at Norristown, Pa., operated continuously for fifty years by Keller Bros., has been sold to a new interest headed by John Haefflin, of Norristown for \$17,500. Keller Bros., have continued operating in a new location and producing a general line of stoneware.

No Summer Meet for U. S. P. A.

It is not likely that a summer meeting of the United States Potters' Association will be held this year according to the opinion of some members of the Executive Committee. With the wage agreement problem out of the way, it may follow that no general gathering of manufacturers will be held until the annual meeting of the Association, which is likely to be held early in December as has been the usual custom. While no time or place has been definitely announced, it would create no surprise to learn of New York being selected for the session. It has been some years since a meeting was held at Washington.

McNicol Plant on Full Time

Full time schedules are being maintained at the plant of the T. A. McNicol China Co., of this city. "We're doing an excellent business on our new De Luxe dinner shape," Mr. McNicol declared, "and we propose to feature about 12 new patterns for the late trade this year. We are featuring open stock patterns in larger volume than ever before, and as a result we are operating our decorating department full time."

Homer Laughlin Kiln Operating Steadily

The new tunnel kiln at the Newell plants of the Homer Laughlin China Co. has been placed in steady operation,

(Continued on page 20)

SPAR MINPRO STAR

Means Uniform Quality

THERE is no departure from the quality which users of feldspar anticipate and must have to insure the excellence of their production.

The reputation of Minpro Feldspar for uniform quality and prompt deliveries makes it the premier spar for Potteries and Ceramic industries. The large supply available enables us to meet your requirements.

Test samples are convincing proof of Minpro purity. We will gladly furnish these and any information you desire.



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MINERALS, OXIDES
and
SERVICE**

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ENGLAND

*Cordially invite you to inspect the new range of samples
now on display at 35 West 23rd Street*

Stunning new designs on their exquisite Ivory Body
Splendid hand painted underglaze and Decal treatments
on the new

"EUREKA SHAPE"

Make this seasons productions most desirable
Ivory Grill plates to match all patterns

Yes — we produce SALAD BOWLS
SALAD PLATES, SERVICE PLATES
BLUE WILLOW GRILL PLATES and DINNERWARE

Popular prices

*The wholesale and jobbing trade are especially invited
to view the line*

Sole Agent

Henry Mansell

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NEW YORK CITY

*Tel. Gramercy 2534
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Joseph H. Schwartz

10 West 23rd St., New York
Room 303

We're selling a raft of 31
piece sets.

Three good numbers are now
available at special prices—

We also feature Roman Gold
Handle dinner ware in

31, 42, 50 and 100 piece sets.

We always have something
new for special sales—we
welcome Buyers.

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For Your Fall Requirements

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Oberlies Importers, Inc.

Crockery

Household Utensils

and

Lion Steel Ware

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The Best Enameled Ware

The Ware That Wears

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What the New York Market Is Offering

Many Excellent Items Being Offered for Fall Sales by Metropolitan Stores

By BEATRICE MILLER WISNER

ANTICIPATING the large influx of vacationists to the city from country homes, and hotels, the New York market is urging preparedness to meet the demand of many household necessities, glassware and gifts for replenishing the home and to take care of bridal presents, for the early nuptials listed. Exquisite stemware, lamps, and small household wares, add to the large supply of labor saving devices sweepers, and washing machines that are an absolutely necessity for the up-to-date housekeeper.

Glass and pottery vases hold forth in gorgeous tints in three especially attractive windows by Lord & Taylor, in which the combination of color is well chosen and delightful in bright tones. One window features a dull blue pottery, in very odd shapes, some with quaint handles, and a very noticeable shape favors the pineapple in its raised points around the body of the vase, in a peculiar style. Another window gives a very attractive assemblage of Venetian blue glass large vases, and smaller ones with blue body and clear white crystal handles. At the rear of this window is a beautiful mirror with a striking blue glass frame set off with crystal inserts around the edge. Still another window shows orange pottery vases, with two large black and white decorated vases in contrast. An odd—whatnot stands at the rear of this window decorated in which orange color, exhibits bits of pottery in fanciful shapes, which add to the noticeable effect of the window display.

Removal sales at Cantines, "The House of the Orient," brings a host of interesting oriental wares at reduction prices. Beautiful china, lamps, embroideries, wicker furniture and baskets, prove strong inducements for those seeking excellent value at modest prices for the time of sale. The firm's new home on upper Fifth Avenue, will be one of the centers of Far Eastern importations, which are so much the vogue at the present time.

Beverage sets that would give a more tempting appetite for the drinks that may be contained, are the lovely and attractive crackled glass sets shown by B. Altman & Co. in the glass section of the fifth floor. These are delightfully refreshing in clear crystal with green or blue jug handle and cover knob. These sets comprise a jug with cover and four glasses, and are priced at \$4.25.

Colonial reproduction metal lamps play a conspicuous part in an attractive window display by John Wanamaker. The room shown is completely furnished in period style with old time chairs upholstered in bright floral designed cretonne, making a lovely setting for the colonial lamps displayed. Five graceful lamps are shown; two table,

two floor and a beautiful small glass lamp of quaint design. The bridge lamp is simple and appropriate in carrying out the suggestion of the room. The table lamps, one a twin candle, have the old time oil burner and the fine crystal lamp has an engraved glass bowl. A lovely decorative china tea set has a place on an old type table, while odd stands and a center table unite in giving the room a real Continental air.

Some specially priced Limoges dinner sets are being featured at Bloomingdale's with neat border decorations of miniature pink roses and foliage, 51 pieces at \$23.95 and 99 pieces at \$49.50. Other imported dinner sets with border decoration and matt gold handles are priced from \$12.50 to \$35.00. Chinese vases of Mirro black or blue in graceful shapes from \$1.00 to \$1.95, Spanish pottery vases in a variety of excellent shapes and sizes in color combinations of blue, yellow and dark green at \$4.50, and gold encrusted stemware in thin blown glass in the popular minton design, in all sizes at 50 cents, make up a fine assemblage of attractive china, pottery and glassware at moderate prices. Splendid reproductions of the Spanish ship "Santa Maria" of hand carved wood at \$5.50, add to the stock of late importations by the firm characterizing richness and beauty.

Give the World Your Best

Dont's ask, has the world been a friend to me.

But have I to the world been true,

'Tis not what you get, but what you give,

That makes life worth while to you.

'Tis the kind word said to the little child,

As you wipe its tears away,

And the smile you brought to some careworn face

That really lights up your day.

'Tis the hand you clasp with an honest grasp

That gives you a hearty thrill;

'Tis the good you pour into other lives

That comes back, your own to fill.

'Tis the dregs you drain from another's cup

That makes your own seem sweet.

'Tis the hours you give to your fellowmen,

That makes your own life complete.

'Tis the burden you help another bear

That makes your own seem light;

'Tis the danger seen to another's feet

That shows you the path to the right.

'Tis the good you do, each passing day,

With a heart sincere and true;

For giving to this world your very best,

Its best will return to you.

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Marshall Field & Co. Host to Fifty British Department Store Heads

FIFTY department heads of the London store of Harry Gordon Selfridge spent three days in Chicago last week as guests of Marshall Field & Co. They are in this country to study our merchandising methods. After being entertained at luncheon by Marshall Field's, the English delegation made a tour of inspection of both the retail and wholesale departments of the company. Other State street stores were visited by the delegation, and after visiting the principal points of interest of this city and the Rodeo, the group left for Detroit.

Prominent among the Londoners were the following: W. M. Butler, subadvertising manager of the Selfridge store; E. C. Metcalf, manager of the provincial branch at Liverpool; Miss M. Snow, hosiery buyer; E. Pitcher, manager of the provisions department, and H. Seal, display advertising manager.

The Fair held its once a month Dollar Day Sale Mon-

day of this week. Among the many specials offered were ten decorated dinner plates at \$1 and a 13 piece breakfast set, consisting of 3 plates, 3 sauce dishes, 3 cups, 3 saucers and 1 platter at \$1.

Lantz, Inc., 906 Irving Park Blvd., was recently formed by Samuel H. Gilbert, Paul F. Hoerman and Thomas B. Hammer. The company was incorporated with a capital stock of \$25,000 to engage in and conduct a general manufacturing business in glassware, copperware, etc.

F. T. Renshaw, local direct factory representative, returned last week from a two weeks' vacation spent in the North Woods. He was as far north as International Falls, Canada, and returned by way of Lake Superior. He was joined at Minneapolis by Roy Braisted, of Davis & Braisted, and with his guest motored the entire trip. Mr. Renshaw reports that he enjoyed a very pleasant vacation.

L. Klein is holding its August Furniture this month, offering many bargains and specials in furniture and lamps.

Ira A. Jones Co. is showing the new Wild Rose color of the Seneca Glass Co. This attractive color is offered in a large variety of stemware.

The Value-Giving August Furniture Sale of the Davis Company will close at the end of this week. Many special values were given in all kinds of furniture and lamps.

G. C. Watkins, of the Ira A. Jones Co., left last Saturday for a two weeks' vacation which he will spend at his farm in Mt. Auburn, Ill.

Carson Pirie Scott & Co. announce the arrival this week of new lamps for its August Sale. A large variety of lamps are offered in carvings and scrolls, graceful finials, and marble mountings, with bases of metal finished in antique gold and brass effect, and shades to harmonize, at prices ranging from \$12.50 to \$37.50.

Ira A. Jones, of the company bearing his name, left for a trip to the factories of the Seneca Glass Co., at Morgantown, W. Va., and the Pope-Gosser China Co. at Coshocton, Ohio, the latter part of last week.

The Burley Shops introduced this week their "Clearance Corner," where representative wares from all over the

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

world can be selected at cost or below. These offerings will always be from regular stocks with prices cut for quick selling. The "Clearance Corner" includes displays of china, crystal, ornamental wares and gifts.

Dun Index Drops

Dun's commodity price index of August 1 is \$185,129, showing a falling off from July 1 at \$186,014 and from August 1 of last year at \$198,133.

The clothing index stands at \$34,130, a slight gain over the July figure of \$33,741 and a drop from the figure of August last year at \$38,173.

Failure statistics for July showed a decrease of about 6 per cent from the preceding month and about 5 per cent from the figure for the same month last year.

Bureau Foresees Fair Fall

Although a gradual recession has characterized industrial activity since the peak was established early in the year, the decline has not proved at all serious, the Research Bureau of the National Retail Hardware Association reports.

There are no indications which point to a drastic decline in manufacturing activity during the rest of 1926. Some further recession is probable, but the effect upon the purchasing power of the larger cities will not affect retail trade seriously.

Sales of hardware retailers this fall in industrial centers should compare favorably with those of a year ago.

Send Peter Potter a suggestion.

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone
Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass Corp.,
Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, President
W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 980

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Simpson Sees Prosperous Fall

If business is bad, or is going to be bad this fall, James Simpson, president of Marshall Field & Co., cannot see it. In an optimistic statement issued recently through the Chicago Association of Commerce he lays especial stress on a wide variety of favorable factors in the business situation. The statement says:

"I believe business this fall will be good.
"More important than any other factor in the situation, of course, are the crops. It is upon their final outcome that the real measure of prosperity this fall depends. All important crops, however, are now far enough advanced to make reasonably safe the forecast that agricultural returns will be satisfactory.
"Industrial activity, speaking generally, is ahead of the most optimistic predictions of six months ago. Nothing could have demonstrated better the inherent stability of this country and our remarkable capacity for consumption of goods than the record earnings of many industries during the first six months. Building activity continues at a high and satisfactory rate; bank clearings and car load-

ings continue to establish new records; and employment the country over is at a high level.
"Nor do there seem to be any influences which might operate in the near future to offset this prosperous condition. Business is not overexpanded, stocks on hand are not large, there is no indication of tighter money or price inflation. Some industries, it is true, have not fully shared in the prosperity of the year, being immersed in processes of readjustment, yet business as a whole is prosperous and sound.
"In our own business, although many merchants deferred their fall buying during the first six months, fall lines are moving very rapidly and our shipments of such merchandise will compare very favorably with last year. Merchants are coming into market in greater numbers than during the 1925 summer market season, and are buying freely. This condition, I believe, will continue throughout the balance of the year.
"The business of Marshall Field & Co., for the first six months, was ahead of last year.

U. S. Surveying Markets

(Continued from page 8)

many complex facts that must be sought out and studied necessitates a continuing response to requests for information if the survey is to be completed within the allotted time.

"The complex interlocking of industries and agriculture, together with the ramified channels of distribution, necessitates the return of a fair proportion of the questionnaires properly executed in order to obtain a representative sampling of opinions.

"The survey is being conducted in response to requests from the New England Council and other business interests of New England and contemplates a thorough examination of all local industries, subsidiary trade areas, purchasing habits, buying power, proportion of different nationalities, incomes, occupations and other trends of consumer buying habits that influence the movement of merchandise within the area.

"It is expected that the findings will provide an intimate acquaintance with the precise status of New England's industries and distribution and establish a factual basis for the use of local and national distributors and advertisers."

Profits in Style

(Continued from page 9)

Similar checks on selections of linoleum patterns were made, he said, with similar results.

The final outcome of this research work, after all the stores began buying patterns and colors intensively, he declared, was increases in sales volume ranging all the way up to 14 per cent.

In discussing drapery styles, he pointed out that they have a tendency to change much more rapidly than floor coverings and warned his hearers of one particular danger that lurks in these "fad" styles. The vogue often has but a brief life, and when it does, it dies all over, very rapidly and remains extremely dead, so that the store is lucky if it is able to clear away leftovers at 10 per cent of the original price. Handling merchandise of this sort, he said, is a matter of intensive inventory control and style alertness, if the buyer is not to be caught with too much on hand when the vogue dies.

Pottery News

(Continued from page 15)

all of which has tended to add to the production of those units. This producing interest is now operating the equivalent of forty kilns on ivory body, featuring two shapes in this body, and the equivalent of sixty kilns on white ware, wherein two shapes are featured exclusively. With their new tunnel kiln in operation the actual output of this company is equivalent to more than 100 kilns, the heaviest producing interest in dinnerware in the United States or Europe.

Retail Sales Gain in All Districts

Total sales in July of 493 department and other retail stores which made preliminary reports to the Federal Reserve System from all sections of the country were 5.4 per cent larger than in July, 1925. Increases were general in all sections of the country, but the largest, varying from 6.2 per cent of 10.8 per cent, were in the New York, Chicago, St. Louis and Dallas Federal Reserve districts. Larger sales than last year occurred at 330 of the reporting stores, and smaller sales at 162.

Sales of two mail-order houses were 14.6 per cent larger than in July, 1925, and those of 5 and 10-cent variety chain stores (five chains) were 12 per cent larger than a year ago.

Percentage changes in dollar sales between July, 1925, and July, 1926, are given in the following table:

	No. of stores reporting increase	No. of stores reporting decrease	P. C. of inc. or dec. compared with July, 1925
Boston	45	19	+ 3.5
New York	47	11	+ 6.2
Philadelphia	51	18	+ 5.4
Cleveland	15	14	+ 1.4
Richmond	26	17	+ 3.4
Atlanta	20	9	+ 4.9
Chicago	44	15	+10.8
St. Louis	7	11	+ 9.1
Minneapolis	9	4	+ 4.0
Kansas City	15	14	+ 1.9
Dallas	14	2	+ 8.7
San Francisco	33	28	+ 5.5
Totals.....	330	162	+ 5.4
Mail-order houses (two houses).....			+14.6
Five-and-10-cent stores (five chains).....			+12.1
One store showed neither increase nor decrease.			

Retail Stock Quotations

	July 10	July 17	July 24	July 31	Aug. 7	Aug. 14
Abraham & Straus....	45 $\frac{1}{8}$	43	45	48 $\frac{3}{4}$
American Stores	75 $\frac{3}{4}$	77	75	76	76 $\frac{5}{8}$	75 $\frac{1}{2}$
Arnold Constable	23	24 $\frac{1}{2}$	26 $\frac{5}{8}$	30	27 $\frac{7}{8}$	25 $\frac{5}{8}$
Associated Dry Goods..	40 $\frac{3}{4}$	41 $\frac{1}{8}$	41 $\frac{1}{4}$	41 $\frac{1}{4}$	45 $\frac{3}{4}$	43 $\frac{7}{8}$
First National Stores..	32 $\frac{1}{4}$	33 $\frac{7}{8}$	32 $\frac{1}{2}$	32 $\frac{1}{2}$	33 $\frac{3}{8}$	33
Gimbel Brothers	51 $\frac{1}{2}$	51 $\frac{1}{2}$	52 $\frac{5}{8}$	52	54 $\frac{1}{4}$	56
Jewel Tea Company....	35 $\frac{1}{2}$	37 $\frac{1}{2}$	36 $\frac{3}{8}$	37 $\frac{1}{2}$	38 $\frac{3}{8}$	39 $\frac{1}{4}$
Jones Brothers Tea Co..	10 $\frac{3}{4}$	11	12	13
Kinney (G. R.)	68	64	54	54	56	59 $\frac{1}{2}$
Kresge Dept. Store....	22 $\frac{1}{2}$	22 $\frac{1}{4}$	23	22 $\frac{1}{2}$	22 $\frac{1}{4}$	23
Kresge (S. S.)	54 $\frac{3}{4}$	53 $\frac{3}{4}$	54	53 $\frac{3}{4}$	53 $\frac{3}{4}$	53
Lit Brothers	27 $\frac{1}{2}$	27 $\frac{1}{2}$	27 $\frac{1}{2}$	27	26 $\frac{7}{8}$	26 $\frac{3}{4}$
Macy (R. H.)	103 $\frac{3}{4}$	101 $\frac{1}{2}$	101 $\frac{1}{2}$	104	106 $\frac{1}{4}$	114
May Dept. Store.....	117 $\frac{1}{2}$	118	117	120	125 $\frac{1}{4}$	125 $\frac{1}{2}$
McCrory Stores B.....	82	82	80	80	81 $\frac{1}{2}$	80
Montgomery Ward ...	70 $\frac{5}{8}$	70 $\frac{1}{2}$	68 $\frac{5}{8}$	71 $\frac{1}{4}$	74 $\frac{1}{4}$	71 $\frac{3}{4}$
National Dept. Store..	26 $\frac{1}{4}$	26	25 $\frac{1}{2}$	25 $\frac{1}{2}$	25 $\frac{7}{8}$	26
National Tea	160	152	151 $\frac{1}{2}$	151 $\frac{1}{2}$	155	156 $\frac{1}{2}$
Oppenheim Collins Co..	55 $\frac{3}{4}$	55	57 $\frac{3}{8}$	57	56 $\frac{3}{4}$	56 $\frac{3}{4}$
Schulte Stores	47	46 $\frac{7}{8}$	46 $\frac{1}{8}$	46 $\frac{1}{4}$	48 $\frac{5}{8}$	49 $\frac{1}{4}$
Sears-Roebuck & Co....	52 $\frac{3}{4}$	53	52 $\frac{3}{8}$	54 $\frac{1}{8}$	57	56 $\frac{1}{4}$
The Fair	29	29	27 $\frac{1}{2}$	28 $\frac{1}{4}$	28 $\frac{1}{4}$	27 $\frac{3}{4}$
United Cigar Stores...	97 $\frac{1}{2}$	96 $\frac{7}{8}$	95 $\frac{1}{2}$	96 $\frac{7}{8}$	101 $\frac{1}{4}$	105 $\frac{3}{8}$
United Drug	159	157	152 $\frac{1}{2}$	157 $\frac{3}{8}$	161	158 $\frac{1}{2}$
Weber & Heilbronner...	53 $\frac{3}{4}$	61 $\frac{1}{4}$	56 $\frac{3}{4}$	60 $\frac{1}{2}$	59 $\frac{1}{2}$	57
Woolworth	168 $\frac{1}{2}$	168 $\frac{1}{2}$	161 $\frac{1}{2}$	166	169 $\frac{1}{4}$	168

NOTE.—Above quotations are closing for dates indicated, or last available closing quotations.

Grand Sales Increase

The S. & W. Grand chain stores continue to show heavy increase in sales volume over last year, according to the report recently issued on the July operations of the company.

Sales for the month were \$789,000 as against \$605,000 for the same period last year, with total sales for the seven months at \$5,191,000 as against \$3,856,000 in 1925.

Pride Overshadows Price
in fine dinnerware



Your customer will take pride in a Heinrich dinner set long after the price is forgotten.

Yet this No. 9638, Imperial shape, with its delicate bud pink and green decoration, is very moderate in price.

It has proven a ready seller in all parts of the country. Have you seen it?

See for yourself.
Send for samples.

ORIGINAL PACKAGES AVAILABLE
AT ONCE, AS WELL AS
OPEN STOCK



HEINRICH & CO.'S
mark is an
Assurance of Quality

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

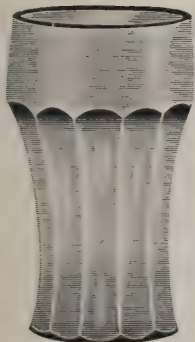
ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

—It Stands The Gaff—

Of Substantial Design and Attractive Appearance

The No. 156 Utility Line

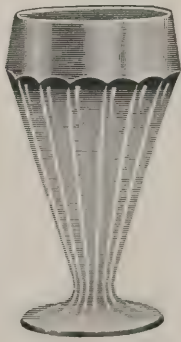
has been developed especially for
Confectioneries and Soda Fountains
and heavy Household
Duty



COCA COLA TUMBLER



LARGE FOOTED SUNDAE



SODA GOBLET

Among others the line includes

Coca Cola, Table and Iced Tea Tumblers
Crushed Fruit Bowls Straw and Nut Jars
Sundaes Nappies Cafe Parfaits Sherbets
Banana Splits Sugars and Creams Soda Goblets

UNITED STATES GLASS COMPANY
PITTSBURGH, PA.



OBITUARY

**Stanley Lansburgh**

Stanley Lansburgh, vice president and general manager of the Lansburgh department store, Washington, D. C., is dead, having succumbed to a heart attack.

He is survived by his brother Sol, who is president of the company; another brother, Lester, vice president and general manager of the S. M. Goldberg Operating Company, and by his wife and five sisters.

Mr. Lansburgh was 38 years old and had been active in the business since his graduation from school, although handicapped throughout his life by poor health. He was a vice president of the Merchants and Manufacturers' Association of this city and one of the Board of Directors of the American Retailers' Association.

Harry C. Leber Dies from Automobile Accident Injuries

It will be sad news for his host of friends in the trade to learn of the death on August 25, at the Atlantic City Hospital, Atlantic City, N. J., of Harry C. Leber, traveling representative for Fisher, Bruce & Co., Philadelphia. His death was due to injuries received in an automobile accident on Sunday, August 15.

As Mr. Leber was driving down the back road from Absecon to Ocean City, N. J., his car skidded in the sand and turned over. His wife, his two children and another child, who were with him, were thrown out but were not hurt, but Mr. Leber suffered a fracture of the spine. He was rushed to the hospital where his condition gradually became worse until death released him from his suffering just ten days after the accident.

Mr. Leber had been with Fisher, Bruce & Co. for thirty-one years. He had traveled through New Jersey and part of Pennsylvania for the concern for the past fifteen years.

Hear Prohibition Aids Color Vogue

Prohibition has been responsible for a great deal of the modern American trend in interior decoration, said Richardson Wright, editor of *House and Garden*, at the recent convention of department store merchandise managers in New York.

Repression on one side causes a breaking out somewhere else, he explained, stating that in the old days, when there was no formidable attempt to place a puritanical control on fiery beverages, people rested content under rather puritanical conceptions of style, design and color, both in apparel and in the furnishings of their homes; but the repression on fiery liquids has caused a breaking out of fiery colors or has at least been a psychological factor in promoting this development.

He outlined the development of colorful ideas in home decorations, contrasting the warmth of both design and color in modern productions with the coldness of early Colonial styles.

Hamp Williams to Expand Into Department Store

PLANs for the expansion of the Hamp Williams Hardware Company's store, Hot Springs, Ark., into what will ultimately be a full-fledged department store were announced recently. Reasons given for the adoption of an expansion policy of this sort, which necessarily would lead the store into limited competition with several other retail enterprises, were summed up in the statement this way:

"On or about September 1 the Hamp Williams Hardware Company will open a dry goods department next door to the clothing department. It is not that we desire to come in competition with all lines of merchandise sold in Hot Springs. We need to keep every store that we have, but when Mr. Williams erected the hardware building in 1913 he planned it for a department store, and we are carrying out those plans.

"Hot Springs cannot afford to allow its business to go to other points where they have department stores. It is simply the up-to-date system of doing a retail business, and every city of the size of Hot Springs needs one or more such stores in order to hold the trade. We will eventually carry a complete stock of every line of merchandise. We believe that it is better for us to do this than for some syndicate or monopoly from the outside to do it for us.

"We are making this explanation as we believe the retail merchants of our city have a right to know our intentions. We must have friendly relations and the co-operation of all, else the business (a lot of it) will go to mail-order houses and department stores in other cities.

"Big business and monopoly are gradually making inroads into all lines of independent retail stores, and it is up to the retail merchants of Hot Springs to stand solidly together for mutual defense of ourselves and the consuming public, which will certainly suffer if monopoly gets it.

"Mail-order houses throw out the bait and the consumers eat it only to find that it has a book in it.

Every dollar sent out of Garland County to mail-order houses reduces the opportunities of our children that are coming on just that much. The stronger and bigger we make our mail-order houses, the weaker and smaller we make the independent retailers, who are the foundation stone of every city and town in this country, and without them we can have no local markets for farm and dairy products.

"Farmers are justly complaining of their condition, yet they are sending their money away to mail-order houses, helping to build a fence of oppression around them and future generations. One mail-order concern last year sold \$258,000,000 and made a profit of more than \$25,000,000, with which it will open other branches and on and on until they blanket this country with mail-order houses, the foundation of which lies in Wall Street.

(Continued on page 24)

Kopp Glass, Inc.

Successors to

Pittsburgh Lamp, Brass & Glass Co.'s

(Swissvale Plant)

Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
Uses



Kopp Railroad
and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

K. G. I. *Aims to* SATISFY

KOPP GLASS, Inc.

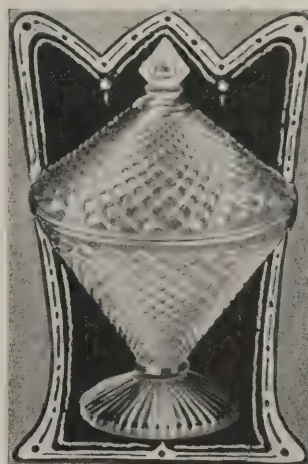
Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager

Westmoreland Glass Co.

Grapeville, Pa.



Manufacturers of
High Grade
Glassware Plain, Cut
and Decorated
For Gift Shops,
Florists and Table
Use

No. 555
Candy Jar

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO

R. A. Keel,
4039 Lincoln Avenue
CHICAGO

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendenefancy
Highlandplain
Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Carrollton, Ohio
14 Kilns

Factories

Scio, Ohio
9 Kilns

CROOKSVILLE
CHINA CO
U. S. A.



H 27 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO

Main Office and Factory
EASTERN REPRESENTATIVE
Herbert A. Wellington
Boston, Mass.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
348 Morrison Hotel
Gordon A. Weese
Representative

Hamp Williams

(Continued from page 22)

"God pity the country where its people are in bondage as our farming and other industries go down, mail-order houses and monopoly go up. We had thirty-two corporations in 1920 that each made profits of \$10,000,000 and more. In four years this number had increased nearly 300 per cent, bringing the total up to ninety-four in 1925. Think of ninety-four corporations, mail-order houses, manufacturers and chain stores, each making profits of \$10,000,000, and more, annually, which our farm values declined \$20,000,000 in the same four years, and still the farmers are contributing their millions of dollars in profits.

"The farmer had better keep his money at home. He will never see it again after he sends it to a mail-order house. Right here in Hot Springs you would be surprised to know how many of us city folk, wage-earners, merchants, professional men and women, and even day laborers, who depend upon their daily wage for a living, are sending their money away to mail-order houses."

Overhead Too Big, Labor Organ Says

Granting that mass production on a low-price basis ultimately develops labor markets, general welfare and demand for merchandise, does it in the process race so far ahead of demand as to create hardships also?

This is the question raised in a recent issue of the publication of the Labor Bureau, Inc., which expresses doubt whether the absorbing power of wage earners and farmers is growing fast enough to balance the rapidly expanding output of industry.

"There are more factories," the bureau said, "more railroads, more coal mines, more stores, than can possibly be kept busy on the basis of purchasing power. We haven't the wages to buy back a half of what our industrial equipment stands ready to produce.

"The amazing growth in the technical arts has provided the means for producing goods on the principle of mass production very much faster than purchasing power, as liberated under the going financial mechanism, can absorb them. The owners of this surplus equipment naturally hate to see it standing idle, eating its head off in overhead charges. These results the frenzy of business men to find markets for their products and keep their overhead production costs down.

"It is this competition which results in vertical trusts, trade association advertising, high-pressure selling, installment buying, booms and wars. This is the new competition which no merger can ever overtake; which can waste \$5 for every \$1 the merger can save. Only a new economic lineup—in which purchasing power keeps up with production, in which wages expand as fast as the technical arts—can abate the folly and waste of the new competition."

Hovey Opens Basement Store

A new downstairs section has been opened by the Hovey store, Boston, following extensive remodeling work.

Crops a Checkrein on Fall Buying Says Bradstreets

Doubt as to ultimate crop outturns and prices is still a checkrein on fall buying, but the trend is in the direction of improvement in wholesale trade, says Bradstreets. In the spring-wheat northwest, threshings are very irregular and buying goes ahead conservatively. Copious rains have helped late corn and made for a better tone, especially in the eastern half of the belt, with favorable reflection upon rural buying for fall. The cotton crop situation is, as a whole, good, and where, as in southern and central Texas, picking and marketing have begun, wholesale trade is expanding. The Texas outlook, with big corn and wheat yields assured and a large cotton crop in prospect, is considerably better than a year ago. With cotton assured, a heavy fall and winter trade is confidently looked for. An aid to wholesale buying is seen in the numerous trade exhibits, expositions and fall style shows and pageants, but corn and cotton are both late, and country merchants are going ahead conservatively.

Retail trade has been of a good summer volume, with sales of light-weight goods resulting in a fairly good business. Mail-order trade is good at the largest center of this industry.

Among the industries, steel leads, with capacities ranging from 75 to 85 per cent., or about 10 per cent. above 1925, implement and automobile manufacturers being chief buyers. Buying of rails and cars by railroads is only moderate. The automobile industry is increasing its schedules, and at the leading center employment is nearly normal. The coal trade finds more occupation because of the British coal strike, and this country's shipments to Britain or to Britain's customers are heavy. An instance in point is the virtual command of the central Canadian coal trade by American coal, which finds Welsh coal competition missing. Some high grade West Virginia coal has been advanced in price, and the western Illinois and Kansas mines are finding more to do. Flour buying is still heavy at southwestern milling centers. Sales of tobacco at good prices are helping trade in the Carolinas and Georgia. Cotton manufacturing is still curtailed, north and south, but the tone in that industry is better and some southern mills are again on full time. Western shoe factories report good orders ahead, and some are at capacity. A better tone is reported in the silk trade, and a few New England worsted mills are reported on overtime. The Maryland canning industry is not especially active; in fact, about one-half the canneries are idle, owing to last year's poor results. In California the industry is active. Hardwood lumber trade reports are a trifle better at the south. Forest fires dangers caused a number of shutdowns of mills and logging camps in Washington and Oregon, but rains have reduced the trouble materially, and have also helped crops.

Present prospects for the farming industry are said to be for a reduced money value—4.5 per cent. perhaps—for the crops, most of this in cotton, owing to lower prices ruling for that staple. Grain movement is large—of record size for this date, in fact—but below recent weeks, hence a slight decline in car loadings.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. *Chinatown* New York

TAKE ADVANTAGE BY ORDERING FROM JAPANESE SPECIALISTS



Large Variety of Latest Designs
at Right Prices

Immediate delivery from New York stock.

HARUTA & Co.

IMPORTERS OF

JAPANESE GOODS

141-147 FIFTH AVENUE
NEW YORK

New England Showroom:
C. W. Pingree, 99 Bedford St., Boston, Mass.

Here's a Present for Our Advertisers

As an exclusive service for its yearly advertisers the CROCKERY AND GLASS JOURNAL will mail each month a printed pamphlet containing a complete list of NEW BUSINESSES, FAILURES and BUSINESSES DISCONTINUED in the trade. This list, which is exclusively controlled by Demarest Publications, Inc., for publication in the china, glass, house-furnishing and lamp trades, will include every state in the Union.

NO EXTRA CHARGE FOR THIS SERVICE

The extraordinary part of this service is that it is furnished to our advertisers absolutely without cost and gives invaluable information that can not be obtained elsewhere.

IF YOU ARE NOT AN ADVERTISER

It would work to our mutual advantage to have your advertisement in the CROCKERY AND GLASS JOURNAL but you can obtain this valuable and exclusive service complete every month covering the entire United States for the nominal sum of \$50 a year. Single copies may be had for \$5.00.

Send your order now to the

CROCKERY AND GLASS JOURNAL

45 EAST 17th STREET

NEW YORK CITY



DID YOU EVER STROLL UP ~ FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Boston Gathering Mark-down Data

The progressive study of mark-downs and their causes which has been undertaken by the Boston Retail Trade Board in co-operation with the Federal Reserve Bank here is already well under way. The collection of figures will begin at once.

The plans provide for a monthly survey, and the forms for collecting and classifying the data, which will be gathered in through the usual channels of the Reserve Bank in collecting statistics on department store trade, have been settled upon.

Each store reporting to the bank the amount of mark-downs will also report as to the reasons for them, the forms providing for fifteen different possible causes.

Reports will not be submitted covering all merchandise, but confined to the more important lines, from the mark-down problem, of wearing apparel.

The figures will be digested, combined, and published monthly as totals, with general surveys every six months.

To facilitate the co-operation of the merchants with the Federal Reserve Bank officials, the following committee has been appointed: G. K. Creighton, of the E. T. Slattery Company; H. L. Foster, of Houghton & Dutton's; A. W. Wright, of Wm. Filene's Sons Company; A. J. Kelly, of R. H. White Company; D. E. Moeser, of Conrad & Co., and Wilfred Tufts, of Jordan Marsh Company.

Sears-Roebuck Opens New Store

A vast throng, estimated at more than 40,000 persons, visited the new Sears-Roebuck department store, Atlanta, Ga., when it opened recently, a record considered significant by the management in view of extremely adverse weather conditions.

Among the officials taking part in the opening ceremonies were Mayor Walter A. Sims, General R. E. Wood, vice president in charge of Sears-Roebuck factories and retail stores; W. H. Alexander, manager of the company's retail stores; L. H. Beall, general manager of the Atlanta store; E. H. Powell, advertising manager; R. C. Cook, general merchandise manager of the Atlanta store; C. A. Woods, general operating superintendent; and C. M. Laferty, manager of the retail store.

Departments upon which the attention of visitors appeared to concentrate most heavily were house furnishings, women's wear, shoes, hosiery and piece goods.

As with all the other retail department stores of Sears, Roebuck & Co., the Atlanta store has the advantage of a huge parking space for customers' automobiles, about ten acres being available for this purpose at present.

The building of the Atlanta plant occupies about five acres, and has about 700,000 square feet of floor space.

A \$1,000,000 stock is carried, it is declared, and 1200 persons employed.

When bringing up a child, think of its old age.

Before using a beautiful word be sure you have a place for it.

3 in 1



Artificial Flowers Made by Japanese Artisans

- I. So attractive that they sell themselves.
- II. Help to sell vases, bowls and other things.
- III. They make your store look pleasing. Over 100 varieties including lacquered, all true to nature.

Also Vases, Bowls, Wall Pockets and Hanging Baskets of all descriptions.

Besides, we carry full line of Japanese Art Goods and Novelties.

Catalogue on Request

MOGI, MOMONOI & CO., Inc.

Importers of Japanese Goods

105-107 East 16th St.

New York

Spode's Wicker Dale



Illustrating one of Spode's charming patterns painted in old tone colors, of red, pink and green, on Chelsea Wicker Shape, giving a quaint old world effect against the old ivory body.

Dinnerware carried in open stock in New York.

Send for samples and prices.

Copeland & Thompson, Inc.
206 Fifth Avenue
New York

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

F. WINKLE & CO., Ltd.

Earthenware

W. MOORCROFT, Ltd.

Art Pottery

ADDERLEY'S, Ltd.

China and Earthenware

STEVENS & WILLIAMS, Ltd.

Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

Visiting New York's Showrooms

Inspection Visit Reveals Many Splendid New Sales-Compelling Items

An Encrusted Line of Genuine Beauty

This illustrates the United States Glass Co.'s. No. 633 Melrose design, one of the most thoroughly artistic gold encrustations to be found on the market, which is tremendously effective on these beautifully shaped, lead blown, fire polished, wide optic blanks. The line is made



in two quart jugs and covers (also without covers), table tumblers, grape juice tumblers, cafe parfaits, sundaes (sherbets) saucer champagnes, grape fruits and liners, finger bowls and plates, iced tea tumblers, cocktails, clarets and wines, goblets and oyster cocktails. This is only one of a great list of attractions being shown by local manager, Ed. Craig at the concern's New York salesroom 1107 Broadway.

Attractive Offerings In Pope-Gosser China and Seneca Glass

Phillips, Thistle & Smith, Inc., 1107 Broadway, representatives for the Pope-Gosser China Co., Coschocton, O., are showing some beautiful new offerings from this factory. These are on the factory's Edgemont shape and are most pleasing from every standpoint. Worthy of special mention, is one with a broad ivory band with a coin gold edge and verge line. Floral basket and wreath designs in charming colors and full coin gold knobs and handles add to the richness and extremely artistic quality of the pattern. In glassware, the concern are displaying a most interesting assortment in their new "Wildrose" line from the Seneca Glass Co., Morgantown, W. Va., which represent in this market as well. The coloring of this is exquisite. The name "Wildrose" aptly describes its delicate

rose tint. This is a line that is sure to enjoy a successful reign of popularity. It is made in a complete line of stemware in two very lovely optic effects.

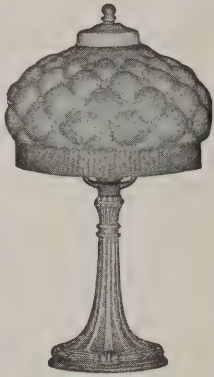
Westmoreland's Roselin Glass

The Horace C. Gray Co., New York representatives for the Westmoreland Glass Co., Grapeville, Pa., have this week added to the concern's comprehensive exhibit at their salesroom in the Fifth Avenue Building, a variety of new samples in this factory's popular Roselin Glass—the beautiful rose color they recently brought out. One line is shown with a plain coin gold quarter inch band border, the simplicity of which is highly effective. It is shown in the most wanted items, such as a honey dish, handled sandwich tray, mayonnaise set, candy jar, flower bowl, a high footed ball stem, sweet meat dish, cheese and cracker dish, candlesticks and fan shaped vase. Another very lovely decoration which shows up to special advantage on the pink background, is a very beautifully executed, engraved and light cut pattern, consisting of a lined engraving done in the shape of a half circle. These half circles are shown at intervals as part of a border treatment. Between these, to connect them, is an artistic floral cutting. This design may also be had in a wide assortment of articles that invariably make good sellers. The shapes contribute very materially to the worth of these lines.

National China Co. Add New Patterns

Some striking new patterns are stimulating interest in the National China Co.'s dinnerware line on view at the salesroom of the concern's New York representative, D. King Irwin, 200 Fifth Ave. The first two or three are on hand as a forerunner of several others expected to follow immediately. Of course these are shown on the charming "Rose Marie" shape which has made quite a decided hit with the trade since its introduction last January. One of the new patterns known as No. 414, employs a clever idea in an extremely colorful floral spray border. The flowers are of fairly good size, done in rich blue, black, delicate yellow and red in a very graceful arrangement that is at once pleasing. The spray appears at intervals around the plate, the white space between each spray tending to enhance the beauty of the spray. The ribbed embossment, a feature of the "Rose Marie" shape also adds considerably to the beauty of the treatment. A black line edge and handle decoration complete the design. Another design the No. 313, shows an oblong floral cluster arranged at intervals around the border of the plate. This too, is quite striking in its color combination and tasteful treatment.

"You Can't Argue Against Conviction"



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the **BUYERS LAMP DIRECTORY** is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP DIRECTORY
45 East 17th Street
New York

Heat Repulses Buyers

The Consolidated Buyers, Inc., recently postponed their scheduled semiannual buying convention as a result of the extreme heat. This announcement has been made by Fred Livermore, president of the association.

Troy Swats Peddlers

Newspapers in Troy have taken up the fight against the house-to-house canvasser, and have launched an advertising campaign to increase public confidence in local stores.

Addition for Glosser Store

Work will be started soon on a five-story addition to be built for the Glosser Brothers store, of Johnstown, Pa.

"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**

made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

SELDEN SELECTIONS

Beyond Compare—

Beautiful merchandise in a wide selection of wonderful pieces. Odd Pottery from home and abroad. Delicate Faience in new conceptions from several countries. Glassware as perfect as gems. Such well known lines as

SPICER STUDIO
BYBEE POTTERY CO.
COWAN POTTERY
GEORGE R. WEST & SONS
EUROPEAN SPECIALTY CO.

PETER PERAZZO
POILLON POTTERY
CALIFORNIA FAIENCE
BARRELL & CO.
TALAVERA IMPORTING CO.

Are all displayed in a perfectly appointed show room where utility, beauty and price of items all combine to make investigation well worth while.

Illustrated literature on request

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line or following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

High Powered Salesman Wanted Unusual Opportunity

COMPETENT SALESMAN WITH ESTABLISHED TRADE WANTED TO SELL ONE OF THE MOST REPRESENTATIVE LINES OF CHINA AND GLASS. SALARY UP TO \$12,000 A YEAR WITH PROSPECT INCREASE, DEPENDING ON SALES.

APPLY CONFIDENTIALLY, MR. DEMAREST,
C/O CROCKERY & GLASS JOURNAL.

IMPORTER WANTS TRAVELING SALESMAN

SALESMAN—YOUNG MAN. Well known New York importer of glassware and art pottery needs man who is a real salesman to travel; must have selling ability, but wide experience not necessary. Excellent opportunity. Box 568, care of THE CROCKERY AND GLASS JOURNAL.

SALESMAN WANTS LINES

SALESMAN calling principally on Gift Shops, also Department Stores and Jewelers in New York State outside of Metropolitan District, desires to represent a line of blown stemware, or a line of tea sets, pottery, lamp bases, etc. Address Box 569, CROCKERY AND GLASS JOURNAL.

Buyers in New York

- AUGUST 19, 1926
- H. G. Wilburn, gifts, Wilburn D. G. Co., Union, S. C., 11 E. 2nd St., Stratford Hotel.

L. Arnstein, housefurnishing goods, Ed Schuster & Co., Milwaukee, Wis., 330 Fifth Ave.

W. W. Dodge, glassware, housefurnishings, toys, china, J. G. Myers Co., Albany, N. Y., 220 Fifth Ave. (F. Atkins).

G. E. Salisbury, housefurnishings, china, glassware, toys, W. M. Whitney & Co., Albany, N. Y., 27 W. 33rd St. (Fellows Buying Co.).

Mrs. Knight, gifts, Hochschild, Kohn & Co., Baltimore, 220 Fifth Ave. (F. Atkins).
- AUGUST 20, 1926
- Mr. Moreland, housefurnishings, china, Mendel & Harris, Inc., New Haven, 115 W. 30th St. (B. F. Levis).
- AUGUST 23, 1926
- Mr. Hanson, housefurnishing goods, Taylor Son & Co., Cleveland, O., 1440 Broadway.

H. C. Hall, crockery, glassware, Duluth Glass Block Store, Duluth, Minn., 128 West 31st St. (6th floor).

J. Werner, china, Raphael Weil & Co., Inc., San Francisco, Calif., 455 Seventh Ave.

N. Kaufman, china, lamps, glass, Goldmine D. G. Co., Seymour, Ind., Pennsylvania.
- AUGUST 24, 1926
- H. Dreher, china, house furnishing goods, toys, Root Dry Goods Co., Terre Haute, Ind., 23 East 26th St.

J. B. Crider, Newcomb-Endicott Co., toys, Detroit, Mich., 128 West 31st St. (Weill & Hartman).

Miss E. Carney, housefurnishings, china, J. W. Smith D. G. Co., Geneva, N. Y., Penn.

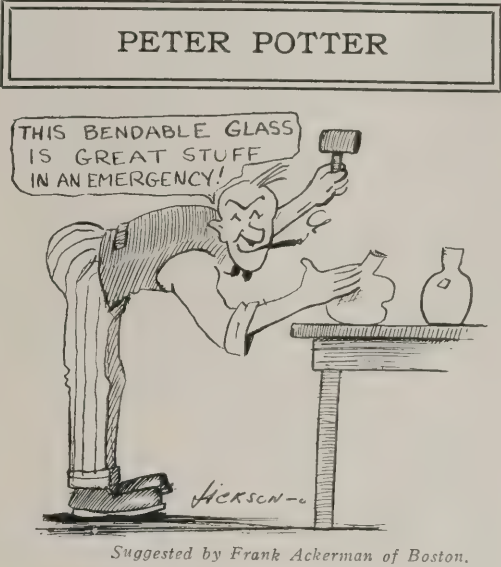
J. Harvey, toys, Donovan Co., Lancaster, Pa., 120 W. 32nd St. (A. Fantl).

- C. Hansen, housefurnishings, glassware, Wm. Taylor Son & Co., Cleveland, 1440 Broadway.
- AUGUST 25, 1926
- H. Kluter, china, glassware, lamps, Stewart & Co., Baltimore, Md., 17 East 39th St. (3rd floor).

N. D. Weise, housefurnishings, china, Weise's, Nashville, Tenn., 128 West 31st St. (Kirby, Block & Fischer).

B. E. Block, toys, B. E. Block & Bros., Norristown, Pa., Penn.

L. A. Bourbon, china, housefurnishings, Duffy Powers Co., Rochester, N. Y., 1150 Broadway (F. Lilienthal & Co.).



Editor's Note

PETER POTTER does not often look as happy as the above drawing depicts him but there is a reason for his good humor according to Frank Ackerman of Boston, who writes in to say that Pete has been employed as a stock man up Boston way. When Peter is called upon to deliver a lot of vases of a certain shape in a hurry he simply takes a supply of water bottles made of the latest bendable glass and as Mr. Ackerman declares, produces the goods with "a squeeze here and a swat there that evolves the required article."

Graded Accommodations

A commercial traveler went to a hotel where he had stopped on many occasions, to get his usual room. The clerk, who knew him well, said:

"I'm sorry, Sam, but a conference is being held in town, and all the rooms are taken. However, if you go round the corner to another hotel and mention my name you will have no trouble in getting accommodations.

The suggestion was followed, but when Samuel walked into the hotel he did not find it very inviting. The clerk, who was standing in front of the register, said, "How are you?"

Samuel said, "Fine! How are you? I would like a room. Anything doing?"

"Certainly," was the reply. "I have them at \$1.25 and \$2 a night."

"What's the difference?"

"Not much, only the two dollar ones have rat traps in them."

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass. Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 11 East 36th St.
The Famous "Haviland China" known since 1840.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

WILLIAM G. MUELLER, Inc., 49-51 West 23rd St.
Dinnerware from Heinrich & Co. Selb Also Fancy China from Winterling.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krauthaim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 133 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210, Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Chas. J. Dela Croix Co., representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

DOMESTIC POTTERY

ART INDUSTRIES, INC., *225 Fifth Ave.*
Sole Manufacturers of "Lavinite" Art Ware, Table, and Boudoir Lamps. Novelties and \$1.00 Specials.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
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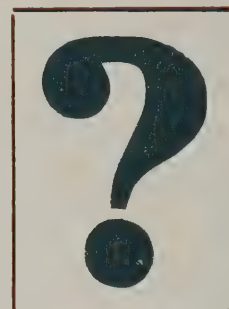
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DEMAREST PUBLICATIONS, Inc.
45 EAST 17th STREET NEW YORK

SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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Vol. 103

September 2, 1926

No. 9

AS THE EDITOR SEES IT

Employees Who Demanded Less Money

It might not be a bad idea for the I. W. W. and radical labor unions to take cognizance of the recent action of the employees of the Hiroshima Electrical Works in Japan. There is an old belief which is pretty true that the Japanese do everything Backwards.

A blacksmith in the orient sits down when he works and backs is horse into the stall. To the average American this seems all wrong but when the causes are probed into the Jap can furnish very excellent reasons.

Not long ago in the land of sherry blossoms the Hiroshima Electrical Works were experiencing pretty hard times. According to Tokyo advices of the Associated Press the workers realized the situation and went to the management of the company demanding that their wages be reduced.

Think of an employee actually suggesting that his wages be reduced! What a blow to the radical who finds the capital system all wrong!

Then, if you can, imagine the employers refusing to accept such a proposition. Surely the Japanese are a strange race for not satisfied with their being refused a decrease in wages the clever little people demanded of

their employees that they be permitted to do more work. This also was refused until the employes threatened to quit.

The company hesitatingly acceded, and now every worker appears at the factory one hour earlier each day. In the meantime business is declared to be on the mend and the management states that it will be in a position to raise wages soon.

Business Takes Turn for Better

Business in the New York market has shown a decided increase according to agents in the Metropolitan district. While here and there a plaintiff note is heard most wholesalers and manufacturers' agents are agreed that sales suddenly picked-up as one agent declared: "Over night," and the general belief is that business will continue good from now until the Christmas holidays.

Department stores all over the country and particularly in New York are holding their special September sales of china and glassware and as a result local wholesalers and manufacturers' agents have reported receiving many nice orders.

What Chance Is There for Real Selling to Department Stores?

There Is Still Room for Real Selling Here, as Anywhere Else

BY BENTLEY P. NEFF

Vice-President and General Manager, Duluth Glass Block Store Company

SOME salesmen complain that in selling to department stores they find it impossible to exercise any selling initiative or ingenuity. They claim that all they are allowed to do is to spread their goods, out, quote prices, and supply just a limited amount of information when the buyer calls for it. Says an article in *Printers' Ink*.

There are all kinds and conditions of buyers, just as there are all types of salesmen, but the point of contact is susceptible of the greatest results when the highest type of buyer meets the highest type of salesman.

I have sold goods on the road and very rarely did I ever find a buyer in the market for merchandise. Some were not difficult to convince, others required all the ability and ingenuity at my command. Frequently, I did not take the one step more that would have won me the order, and it is because I am now on the other side of the fence and understand the psychology of the average buyer, that I say that there is more opportunity now for the ingenious salesman than ever before.

It may be true that it is harder now to interest department store buyers than in the past, but it is likewise harder for the retailer to sell the consumer, so it is a case of greater ingenuity in both cases.

Judging from my experience in this store, I am quite satisfied that if the salesman does not get the opportunity of showing his line, it is his fault and not that of the department buyer.

I was talking with the buyer of our picture department this morning. He told me of a foreign salesman who had just been in with some print pictures. He told the man he was not interested, but so convincing and intelligent was the man's talk about his product, that our buyer at once became interested in the line and found several things he could use to advantage.

A few days ago a trunk salesman brought a competitor's trunk along with him, and made such comparative tests in the department that our buyer was convinced of the durability of his product.

In our lingerie department a salesman was recently told that stocks were complete and the buyer was not interested. Did he stop at that? Not at all. So diplomatic were his actions and so convincing his arguments, that our buyer soon consented to look over the line, and as a result placed a liberal order.

I could give many other illustrations of good orders that were obtained where the buyer did not intend to make any purchase.

BUYERS WANT INFORMATION

Buyers of department stores are eager for information on new lines of merchandise. They do not treat the sales-

men as automatons. There is too much at stake. Competition is too keen not to get all the information they possibly can on everything that is being offered. Salesmen of genuine ability will never have any reason to complain that they have no opportunity of exercising their ingenuity in making sales. It doesn't make any difference how many buying offices may be maintained how frequently buyers go to market, there will always be a place for the manufacturer's agent or salesman.

The president of every well-organized and well-directed manufacturing corporation should, in my opinion, never permit a salesman to leave the factory until he has sold the line to the president himself or to the board of directors, or the executive committee.

This test would weed out many incompetents, save expense money increase the prestige of the factory, build up good-will and save the buyers of the country much annoyance and loss of time. It would be better for the really efficient salesman, because a poor man casts reflection on the good and all suffer in consequence.

Hot? Try Green Light

Theatre managers nowadays help to keep their patrons warm in winter and cool in summer with colored lights! The changing tints thrown on a screen during orchestra selections and the coloring used in house lights have a real effect upon body temperatures through mental suggestion, according to the manager of a Vancouver, B. C., theater. "We use lots of rose and red and yellow hues in cold weather," said he, "but now that summer is here, we have to lay off the reds and turn to blues and greens. Our use of colored electric light certainly has a strong psychological influence upon people. Greens and blues just naturally suggest seaside and outdoor coolness and you feel cool when you see a flood of them. There's no doubt about it."

Marshall Field Sales Fall Behind Last Year

Marshall Field & Co., in their weekly review of the wholesale dry goods trade, say: "Current wholesale distribution of dry goods failed to reach either last week's volume or that of the same week a year ago. Road sales show an increase over the total recorded a week ago and were well ahead of last year's volume.

"There were more customers in the market than during the corresponding week a year ago. Collections were about equal to the same period last year."

"Salvage Man" Aids Control of Markdowns

A "SALVAGE MAN" was developed and turned out to be a most important factor in the system of physical merchandise control through which Sanger department stores in Dallas, Waco and Fort Worth control their markdowns and shortages.

How this system was developed and how a young man who was given two porters and the job of cleaning out a warehouse scheduled for abandonment made himself one of the most valuable parts of the system was explained to store executives attending the merchandise managers' convention in New York by John B. Swinney, general merchandise manager of the Sanger stores.

"One of the heart-breaking things in merchandising is to see profits, which have been slowly built up month by month, suddenly wiped out after the year is over by shortages," said Mr. Swinney. "So when I went to Sanger Brothers last December I decided that my most important task was to see that there were no unnecessary shortages in the inventory on December 31 and that the starting figure for the new year was as near correct as possible.

"First, we adopted the Macy inventory procedure with a few modifications from other stores, particularly Lord & Taylor. I assumed full responsibility for the inventory and, after working up the procedure in detail, taught it to a group of captains, approximately fifteen for Dallas and a corresponding number for Fort Worth and Waco. These captains were selected mainly from general office section heads, such as cashiers, credit men and others accustomed to exact detail. They, in turn, taught the system to the clerks who were to take the inventory. The store was closed on December 31 and the job done in the one day. The result was a saving of more than \$100,000 in shortages over the previous year.

"While the clerks were taking inventory, stock people, porters, etc., made a thorough cleaning-up of reserve stock spaces, so that, when the inventory was over, the stockrooms were in apple-pie order for the next year.

"Next I found too much reserve stock space and decided to give up entirely one large four-story warehouse. To do so, a young floorman was appointed to salvage unnecessary stocks and equipment. The window trimming department had a big accumulation, and many departments, like toys, had the usual 'after-holidays' collection of damaged merchandise. This man with two colored porters salvaged the entire building in four weeks. We were so well impressed with the importance of his work in a large organization that he was given general supervision of all warehouses, with authority to salvage old merchandise, fixtures and the like. We feel sure this will have a salutary effect on future tendencies to shortage and markdowns.

"The next job was to get a better control of markdowns before they are taken. The salvage man is on the con-

stant lookout for merchandise which should get on its way, while a small reduction will move it. We adopted the double system used by many stores, consisting first of an application for reductions, followed later by an actual tabulation of reductions taken, each made out independently of the other, so as to provide a check against unnecessary reductions as well as carelessness. All reductions were put in the hands of a reduction clerk, who inspects the merchandise, hands out the new price tickets, inspects them as they are being written and then checks the tabulations after the signature by the buyer, but before they go to the merchandise office. That this is proving its worth, is shown by the fact that the recent July inventories checked through without bad shortages.

"Finally we enlarged the scope of our salvage man, so that he is constantly going through one stock after another with the buyer and the merchandise manager and making notes of stocks that need pushing out, either at once or at some future time which seems more appropriate. In this way we always know the soft spots in every stock; incidentally, the holes in wanted merchandise; the items or types of merchandise which are slowing up turnover and the real causes in each department of any unprofitable operations.

"In brief, then, my conclusion is that the first step in improving the situation so far as turnover, markdowns and shortages, is to stop shortages, get physical control of the stocks and keep it. It will keep the merchandise man up at night after night digging into stocks, but it is worth the price."

Humiliating Rebuke

Civic pride is a fine looking thing except when it makes itself odious to others because of its extravagance.

A traveling salesman blew into a country town and, going to the leading merchant, said pompously, "I'm from Boston. I want to show you the newest line of dry goods."

"Where did you say you were from?" asked the merchant, getting ready to do some "kidding." The swelled-head manner of the Bostonian had ruffled him. The salesman seemed to think the fact that he was from Boston was something to make rural merchants' jaws drop open.

"Why, I'm from Boston," repeated the gingery, swelled-up fop.

"Who runs the hotel in that town?" asked the merchant, in a friendly manner.

S. O. S.

A Help Wanted or Situation Wanted Ad in the Crockery and Glass Journal will bring results.



CAUGHT IN THE NEWS NET



THE trade will watch with interest the result of the boat race in which the nation's speediest motor craft are entered at the Detroit Regatta, Saturday, and in which E. W. Hammond will pilot his speedy *Miss Westchester*, reputed to be the fastest craft on Long Island Sound. Mr. Hammond left for Detroit today. *Miss Westchester* is entered in the 151 class and with Eddie Hammond's fearless piloting is expected to make a good showing in this important racing fixture. Immediately after the race Mr. Hammond will ship his craft to the Far Rockaway Yacht Club where he will start *Miss Westchester* in that organization's regatta on Labor Day.

P. C. Gadby, of Gadby's, Albany, N. Y., was a visitor to New York this week and placing orders for his concern.

Included in the influx of buyers that visited wholesalers and manufacturers' agents of this city during the past week were Jim Healey, with Wm. B. Hislop, Auburn, N. Y.; J. J. Hagerdorn, West Point, Ga.; T. A. Neely, with B. McManus Co., Youngstown, O.; Miss E. Anderson, with Jordan, Marsh Co., Boston, and J. Werner, buyer for Raphael Weil & Co., Inc., San Francisco.

James J. Temple, salesmanager for the Haviland China Co., Inc., was a passenger aboard the *Samaria* which docked last Monday. Mr. Temple has been away since July 10th consulting with the firm's factory heads.

After spending ten weeks abroad accompanied by his wife and son Joseph H. Schwartz, head of the firm of Joseph H. Schwartz, 10 West 23rd St., returned last Friday on the *Berengaria*. Mr. Schwartz's trip was solely for pleasure.

The importing firm of Maddock & Miller, Inc., have every reason to look forward to a future valuable addition to their sales staff, in the person of a brand new son of "Bob" Miller who arrived on the scene last Thursday. Both mother and son are doing splendidly.

Eugene Henn, assistant to O. C. Graham, New York manager for the Cambridge Glass Co., Cambridge, O., returned to headquarters today (Thursday) after completing a three weeks' road trip through the upper part of New York state. Starting out again after Labor Day Mr. Henn will be on the road again

for another ten days covering the Eastern part of state. He reports business as being very good.

Herbert Taylor, manager of the Jewel Cut Glass Co., Newark, N. J. was in the market the early part of this week placing orders for merchandise prior to opening of this firm's new retail store in Newark. The store will be located in the new Prudential Life Building in that city at the corner of Halsey and Academy streets and is to be the last word as an up to date and modern store.

William Breunig accompanied by M. Valencio, who is the latest addition to the Graham & Zerkow sales organization have been spending the last few days calling on the trade in Philadelphia.

Leaving next Sunday, E. P. Daly of the Lazarus and Rosenfeld, Inc., sales staff will open his district in Detroit from where he will proceed to cover the territory through the middle west. C. B. Kish, another of their salesmen opens up in Albany on Tuesday from where he will go as far as Cleveland. F. B. Carney is showing the concern's line at the Hotel Adelphia, Philadelphia, from where he will cover New England, also Baltimore and Washington.

Among buyers in the New York market this week was H. E. Goldstein glassware buyer for Goldstein Bros., Indianapolis, Ind., who spent several days placing orders for his departments.

Mrs. Lillian Kautzmann, assistant to H. Messing, china and glassware buyer for L. Bamberger & Co., Newark, N. J., returned to her duties last Tuesday after enjoying the pleasures of vacation.

O. S. Atterholt, of the Utility Glass Works, Lonaconing, Md., was a visitor in New York on Monday of this week calling on his factory's local agent McKenna Bros.

W. Campbell George, president of the W. S. George Pottery Co., East Palestine, O., spent the latter part of last week in New York accompanied by Mr. George. They were called home Friday on account of the sudden death of their nephew at Canonsburg, Pa. and after attending the funeral returned here on Monday. They left again on Tuesday for Atlantic City for a short stay before going home.

George H. Service, with Josiah Wedgwood & Sons, Inc., of America, is in Boston displaying his line this week. From there he will work his way on to the east. E. Overton Jones another member of the Wedgwood sales force leaves next Tuesday for Philadelphia as his first stop on a trip through the South.

Ronald Copeland of Copeland & Thompson, Inc., also head of the famous Copeland factory, England, is expected to visit America soon to confer with his partner in the business here "Sid" Thompson and to make a first hand study of the trade in this country. Mr. Copeland accompanied by Mrs. Copeland, will meet Mr. Thompson in Boston about September 19, from where they will proceed to various points in Mr. Thompson's territory. Later Mr. Copeland will join W. J. Craig of the concern's sales staff on the coast.

Charles L. Gaunt of the Indiana Glass Co., Dunkirk, Ind., was a visitor in New York the latter half of last week on special business for the factory. He conferred with the Horace C. Gray Co. local representatives for the factory while here.

People Are Alike

It is one thing to say loosely that people are alike, that what is true of 1000 will be true of 1,000,000, that the law of averages is dependable always—it is one thing to say such things and quite another to prove them.

There is a man employed by the Government at Washington who not only says people are alike but works out figures from that likeness which border on black magic. His name is Joseph T. McCoy. His title is actuary for the Treasury Department. He is paid \$7,500 a year. He has worked there about thirty years.

By noticing just how closely men were smoking their cigarettes—how much of a stub they threw away—he was able to tell the taxing authorities how high to go, and where to stop in raising the tax on cigarettes. At a certain tax he estimated what the resultant revenue to Uncle Sam would be. His forecast turned out correct. McCoy can formulate a quite precise notion of whether the country as a whole is prospering or is hard up by observing the economy with which ordinary men in the city of Washington smoke.

The Government meditated taxing motor trucks. It was a new idea. The experts asked him how much revenue would be produced. He sat in his office looking out of the window for a few days, counting the passing trucks. Then he made an estimate for the whole United States and predicted a certain amount as the net revenue from such a tax. It came out right within a hair's breadth.

He invented the excess profits tax, though a foreign country got the credit. But when it was at last put in force here, he was asked what sum it would produce during the first year. That was quite a bit of guessing to ask of one man! In a day or two he said \$2,500,000,000—two and a half billion dollars. The year rolled around

and the actual figure was \$2,504,000,000. That is, he was right within a sixth of one per cent.

In 1901 he estimated what the country's population would be in 1910. In 1910 the Census Bureau found him correct to a fraction of one per cent. He says that the population for 1930 will be 120,500,000. Keep this copy four years and see if he was right!

McCoy ought to write a book on how much alike people are, and why, and how he projects figures years ahead.
—*The Eaglet*.

Europe's Trade Problem

Hopeful signs of improvement in Europe's economic condition are seen by Basil Miles, American Commissioner to the International Chamber of Commerce in Paris, in a review of the situation for the month, but as the business horizon clears, it brings into sharper outline the big general problem with which the continent will have to deal.

"As the general level of business is gradually raised," says Mr. Miles, "now here, now there, the new field of modern business comes feature by feature into view. When the level is stabilized, the grand problem will then appear in its true proportions: how can Europe with its twenty-one frontiers bristling with barriers to trade, compete as a whole with the uninterrupted field of production in the United States where forty-eight frontiers have been broken down and commerce travels back and forth on even terms over an area nearly as great as that of all Europe?"—*Today's Business*.

Increased turnover of merchandise is good, provided it doesn't cut stocks to a point where it increases the turnover of customers.

Your Work

Do it cheerfully, even if it is not congenial.

Do it in the spirit of an artist, not an artisan.

Make it a stepping stone to something higher.

Keep yourself in condition to do it as well as it can be done.

Endeavor to do it better than it has ever been done before.

Make perfection your aim and be satisfied with nothing less.

Do not try to do it with a part of yourself, the weaker part.

Recognize that work is the thing that dignifies and ennobles life.

Regard yourself as a co-worker with the Creator of the Universe.

Accept the disagreeable part of it as cheerfully as the agreeable.

Believe in its worth and dignity, no matter how humble it may be.

Choose, if possible, the vocation for which nature has fitted you.

—*Exchange*.

You can found a store on guess work, but it will soon founder.



WHAT THE POTTERIES ARE DOING



Only Minor Changes in New Pact Between Manufacturers and Workers

ONLY a few minor changes have been authorized in the new wage pact existing between the United States Potters' Association and the National Brotherhood of Operative Potters, it has been officially announced since those participating in the recent wage conference at Atlantic City, returned to this district. The agreement will continue for a period of two years, dating from October 1 next. The salient part of the wage discussions referred to the straight 10 per cent increased sought by the warehouse section of the craft. It was pointed out that before the late war this trade received \$2.50 per diem, and the wage is now \$5.25. It was also said that this increase amounted to 110 per cent, and that while the manufacturers would be justified in asking for a wage reduction in all branches, it had been agreed by the manufacturers to continue the existing scale of wages, but that "any increase would be out of the question." In the casting section, an agreement was made whereby the character of some certain molds would be changed after the old or present molds had been rendered useless. Several other suggestions advanced by the employees, it was agreed, should be referred to the Standing Committee which meets monthly in this city. A joint committee is to be appointed to revise a wage scale having to do with the wages of liners employed in the decorating departments, and that this scale be based upon prices now being paid by the Homer Laughlin China Co. A committee is also to be appointed to work out a size list on articles that are not now covered by the official size list. Throughout the wage conference, absolute harmony prevailed on both sides. So far as the dinnerware industry is concerned, the wage question has been settled definitely for a period of two years.

Chelsea China Company Sold

The sale last week of the property and chattels of the Chelsea China Co., New Cumberland, W. Va., proved to be the largest transaction on pottery deals recorded this year. This property has had a varied career. It was originally built for a generalware plant and has been operated by numerous interests. After remaining idle for a period of years, interests closely associated with the former Cartwright Pottery Co., East Liverpool, O., took over the plant for the purpose of manufacturing kitchen sets. This move did not prove to be a profitable one. In the meantime two tunnel kilns were built in the plant from designs

suggested by J. B. Owen, Zanesville, O. These were the first tunnel kilns to be erected in any plant in the Ohio Valley. A new interest was then formed by William Sebring, W. Va., capital, and the plant was converted into a manufacturing of hotel and restaurant ware. This business continued for a few years, and during that period the company withdrew from the agreement whereby it was to be operated under pacts between the United States Potters' Association and the National Brotherhood of Operative Potters. W. A. Rhoads, now with the Sebring Pottery Co., was in charge of the commercial department of this plant for some years, and he was followed by James Shaw, now with the Illinois China Co. The property has been idled for a considerable period, and what was offered for sale last week was taken over by interests connected with the Standard Pottery Co., East Liverpool. All molds and other chattels having to do with the production of hotel and restaurant china were sold early this week to an outside interest and removed from the plant. As soon as the property will again be placed in operation, or the character of ware that will be produced, has not been announced up to this time.

To Revert to Coal for Kiln Fuel

The announcement that the E. H. Sebring China Co., Sebring, O., proposes to revert to coal for kiln fuel to substitute for fuel oil may be the forerunner of other plants doing likewise. It is the contention of the management of this pottery that kilns can be fired better and cheaper with coal than with oil, but when fuel oil was first introduced for this purpose it was maintained by manufacturers of oil burners that the cost of oil and attendant expense would be cheaper than if coal was used.

How Is Dinnerware to Sell?

"In what volume will the department stores buy dinnerware for fall and holiday trade?" is the query that is now being asked in this district. No one has been able to answer the question. Speaking in a general way, it has been declared that the volume of business placed by department stores since January last up to the present has not been as extensive as in former years, and that for this reason the manufacturers have been compelled to go to other channels for business. It has always followed, however, that activity in buying fall and holiday merchandise began to show in good form during August, but this is not the situation this year. While it is admitted that some buyers were in the market during the last month, the

ed of arrivals is not equal to former lists. For some years there has always been a rush in the demand for dinnerware during the last quarter of the year, some buyers holding off placing orders until the very last minute with the thought in mind goods would be received in ample time. This thought has not always proved correct, and many manufacturers have carried December shipping over to January because of the lateness of buyers in placing their requirements. There are some generalware plants that have considerable fall business on hand, and with additional orders being received daily, it may follow that the buyer who delays in placing his fall business will find that he has worked to his own disadvantage.

Furniture Trade Buying Dinnerware

The furniture trade appears to be among the more active purchasers of dinnerware just at this time. It is reported that considerable carlot business has been placed by this interest during the last fortnight, and that a number of large contracts are still pending. The more recent accounts placed show that the distributors have been interested in open stock patterns, and that large stocks of these patterns are being carried. Syndicate stores have also been large purchasers of dinnerware out of the East Liverpool district, and with many new stores of this class being opened, additional dinnerware business is resulting.

More Kilns Fired Than Ever

More kilns are being fired per diem in the local pottery district now than at any time since the early spring. This is proof of the fact that local manufacturers are receiving a larger volume of business, and that additional working hours are being put in by the employees of the clay and kiln departments. Short sets continue to be in heavy request, and many mail inquiries seek information about the possibility of obtaining special sales merchandise. In fact, there has been a constant demand for the latter class of goods throughout the summer season. High class patterns are in nominal demand and shipments of this class of merchandise are heavier, and with requests for prompt shipment in some instances.

Mrs. George Bratt Very Ill

On account of the continued illness of his wife, George T. Bratt, western salesman for the Edwin M. Knowles China Co., has not been able to make his trip over his territory as previously scheduled. Mrs. Bratt is reported to have been seriously ill during the last few weeks.

Frank Judge, Jr., Sees Business Better

Quite an improvement in new business is reported by Frank P. Judge, Jr., sales manager for the National China Co., Salineville, O. This factory has increased its output of late, and shipments are heavier according to the August record over that of the preceding month. Since this line has been presented to the Pacific Coast trade for the first

(Continued on page 17)

SPAR MINPRO

ASSURES

a satisfactory
and continuous

Supply

USERS of this high quality spar are protected in their requirements by this fine deposit which is adequate to meet the demand for years.

Minpro Spar is selected by leading pottery makers for its unusual excellence and the fact that it is of dependable quality.

Your requirements are met in every particular by Minpro Spar—ground to 140 and 200 mesh.



CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The
ROESSLER & HASSLACHER CHEMICAL CO

709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore

New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Glassware Orders Show Improvement as Expected

ORTERS for glassware for fall and holiday requirements showed some strength during the last week, the situation being in line with the opinion of manufacturers during the early part of the summer. In quite a few instances volume business is being placed, although some distributors continue to mark time and are writing specifications on a more or less conservative basis. The hundreds of mail order houses have been anticipating future requirements, while the western and southern jobbing interests have shown some disposition to carry larger stocks for fall distribution than they did during the summer period. Retail distributors are buying in a nominal manner, although some of these interests have shown a disposition to specify early delivery on orders now being placed. Current demand however, leans rather strongly to staples, colored glassware and the blown lines. Quite a heavy volume of business for colored ware is being underwritten, and the demand for the blown and stem lines is in keeping with the season. The vase line and the flower basket line are both selling well, and many producers this week declared that their business on these items this year was far in excess of the volume of previous year. This is said to be due to the "Say it with Flowers" campaign that the florists have put on this year. Beginning with the current week, all factories began to show a slight increase in production, due to the close of the summer vacation period. All factory employes are back at their places, and with the sales departments reporting additional business, operations are bound to be steady throughout the balance of the year.

Ralph C. Keil Superintends Plant

Announcement has been made by the management of the United States Glass Co., of the appointment of Ralph C. Keil, of Tiffin, O., as general superintendent of the Tiffin plant of the interest, taking the place of F. M. Beggs, resigned. Mr. Beggs had been associated with the United States Glass Co., for a number of years and has a wide acquaintance among the buyers of the country.

New Glass Company Formed

The former plant of the Therasse Glass Novelty Co., Marion, Ind., has been taken over by a new interest to be known as the Central Glass Products Co., recently formed. Officers of the new company are: President, S. E. Barney; vice president, Roy Barney; secretary-treasurer, Phil Kiley. It is reported here that the new company will manufacture a general line, to which will be added a number of specialties.

Hazel-Atlas to Erect Building

Plans are being prepared by the Hazel-Atlas Glass Co., Wheeling, W. Va., for the erection of a modern office building at Wheeling. Construction is expected to begin at an early date. The company has just closed a deal for a site for the building.

Belmont Canteens a Success

The new line of canteens and discs recently added to the Belmont Tumbler Co., Bellaire, O., has proved to be a success. The line has been designed and used in various ways for advertising purposes, the letters and words being placed on the ware at the factory. The discs are placed in metal frames. The canteens are of a patent design and the letters show more prominently in this design than on others now on the market.

Crops Improve Business Conditions

Reports received from jobbing interests by manufacturers in this district are to the effect that general business conditions in the south and northwest have been considerably improved because of crop conditions. Early in the spring it was related by the jobbing interests in these districts that the future of business depended entirely upon the crop outlook, and since the harvest there has been a steady increase in buying. This situation is already reflected in the manufacturing end of the industry with jobbers buying heavier than they did during the early spring season.

Gimbel Bros. Hold September Sale

Gimbel Brothers, one of New York's large department stores, are holding their annual September sale of china and glass on the fifth floor of their store this month with the result that crowds are pouring in from all over the city, Brooklyn, Long Island and New Jersey.

Despite prohibition among the items which are provided, popular is an attractive liquor set, consisting of a tray, six glasses and bottle in blue and amber. These are low priced and proving good sellers.

A table of Gift Suggestions ranging in price from \$1.00 to \$8.75 is also attracting many buyers.

Among the items being featured are American and imported dinner sets, porcelain waffle set, 10,000 pieces gold encrusted amber glassware, 32-piece luncheon set, imported grill plate and china cereal set.

Education ought to be tender and severe, not cold and soft.

Pottery News

(Continued from page 15)

...e, considerable business is being obtained from that section.

Ivory Body Still in Demand

According to the opinion of some buyers who have visited the local pottery district of late, the ivory body ware continued in very good demand. It is also said, however, that white body continues to be in seasonable steady request, but that the demand is running to the short sets instead of the old time 100-piece composition. Some buyers are now taking the view that it is more profitable to buy short sets in an open stock pattern and then sell additional time in matchings and additional pieces, than to buy sets in other than open stock treatments.

Vitrified China Production Satisfactory

In the vitrified china section of the generalware industry, the productive capacity of the industry is at this time sufficiently ample to take care of all reasonable demands placed upon it. It has also been pointed out that in the matter of highest grade decorations, deliveries should be in accordance with the specifications of the buyer, provided, however, reasonable anticipation of requirements is maintained throughout the year. This section of the industry

is not showing any increased development this year, so far as additional kilns are concerned and inasmuch as the productive capacity has been considerably more than doubled during the last few years, producers of this line do not anticipate any backward movement in the matter of deliveries, except in the case of high class decorations. As a general rule, all of the plants now engaged in the production of vitrified hotel and restaurant china are in rather active operation.

Albright Completes New Kiln

The Albright China Co., Carrollton, O., has completed the construction of a new double decorating kiln, and it is now in operation. The warehouse and decorating department of this plant has also been re-arranged with a view to operating a larger force. Additional store rooms have been recently added at the Carrollton factory and additional workers have been added to the clay department of the Scio plant.

New Incorporation

A new incorporation granted a New York charter recently was the Bendan Novelty Corp., manufacturers of serving trays. This was capitalized for \$10,000, the incorporators being W. Weinberg, S. Hooker and H. Auterl. M. Lavitt, 236 Broadway, was the attorney.

Here's my Card—



IF you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?

Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

Make your advertising sell. Illustrate your goods. Tell the buyer what he can sell at a profit. Then you are getting something for the money you spend for advertising space.

Photo-Engraving
Illustrating
Photography
Advertising

ROBERT RAWSTHORNE CO.
Heeren Bldg.—8th & Penn—Pittsburgh, Pa.

Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York	Boston	Chicago
Paul Joseph,	Murt Wallace,	F. T. Renshaw
200 Fifth Avenue	157 Summer St.	30 E. Randolph St.
Philadelphia	San Francisco	Baltimore
Joseph Tomkinson,	Marsh & Kidd,	Harry T. Thomas & Co.,
1104 Arch St.	617 Mission St.	29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



Appealing to the Discriminating Trade

No. 016 TABLEWARE LINE ETCHED "PSYCHE"

Optic crystal bodies, with green trim, form a colorful combination which lovers of fine glassware will appreciate.



Samples at our Sales
Offices, or Color
Plates will be mailed
on request.



STEMWARE LINE
PAT. APD. FOR

FIRE POLISHED POT GLASS

Jugs	Goblets	Sundaes
Saucer Champagnes	Cafe Parfaits	
Cocktails	Wines	Candy Jars
Table Tumblers	Iced Tea Tumblers	
Plates	Sugar and Cream Sets	etc., etc.

United States Glass Co.

PITTSBURGH, PENNSYLVANIA



New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

F. WINKLE & CO., Ltd.

Earthenware

W. MOORCROFT, Ltd.

Art Pottery

ADDERLEY'S, Ltd.

China and Earthenware

STEVENS & WILLIAMS, Ltd.

Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

What's New in the Showrooms

New York Agents Displaying Wide and
Varied Assortments of Saleable Lines

New Decorative Creations By Viene At Herbert Glass & Import Corp.'s Salesroom

Wonderfully effective new decorations on glassware are to be seen at the showroom of the Herbert Glass & Import Corp., 35 West 23rd St. The line which comes in various colors, such as amber, blue, etc., features a Grecian figured open work pattern on a large variety of items such as bowls, candlesticks, compots, candy jars, cheese and crackers and handled trays. Another distinctive decoration supplied on the same items as the Grecian design is a rainbow gold stripe effect. These two lines should prove most popular as they are very attractively priced.

Wise Firm Add to Their Fall Display From Liberty Works

Consistent with their policy for turning out snappy, saleable merchandise, the Liberty Works, Egg Harbor City, N. J., have sent their New York representatives, David L. and Chas. L. Wise, 10 West 23rd St., still further new Fall samples, which are certain to attract the attention of buyers. There is a complete showing of their already popular Bamboo line which is being offered in amber, green and rosewood colors on a variety of pleasing shapes and items. In addition to this there is a line made up on the order of Czecho glassware. The display of these two numbers includes a fine selection of wine and water sets, ice tea sets and complete lines of stemware. Some unusually fine samples in hand finished plates both round and octagon in $7\frac{1}{2}$ and $8\frac{1}{4}$ inch sizes in amber and green are also on view. Popular prices are the order on all the new goods.

Striking Lines From The Kahla Factories

The Kahla China Corp., 39 West 23rd St. have on view a most comprehensive exhibit of their various lines. Prominent in the display from their Porzellan Fabrik Kahla factory is their line of Pekin Blue Willow border on a Canary yellow background. This is very striking and commands immediate attention. It is to be had in a full line of fancy china staples. Their new advance 1927 dinnerware line is a treat to look over. This is from their E. and A. Mueller factory, Schonwald, Germany. The decorations are numerous and varied. These introduce many novel effects in floral and bird treatments in rich color combinations. The shapes too are especially good, among which and worthy of special mention is their DeWatteau. This is one of the outstanding features of the display and is particularly delightful in the simpler decorative effects. From their Bonn factory, there is a display of hand decorated dinnerware. The treatment of this

line consists in the main of brilliantly colored floral decorations standing out in striking contrast on the white earthenware body. This is offered in fancy articles such as bowls, cereal sets, etc., as well.

Diversified Exhibit At F. Bing & Co.'s Successors Salesroom

A wonderful and diversified exhibit is to be seen at the showrooms of F. Bing & Co.'s Successors, 67-69 Irving Pl., which shows a collection of beautiful items from their various European factories. Words only vaguely describe the exquisite articles that can be seen housed under one roof. The firm utilize six floors of their building for the exhibit. Upon entering the ground floor there are to be seen a display of Austrian bronzes, gift items in figure pieces, desk sets, book ends, paper weights, etc., a beautiful assortment of all kinds of lamps, a display of the ever popular ship models that would be hard to duplicate, pedestals and many other items too numerous to mention. The second floor is devoted to their Italian ware and in passing it might be mentioned that the firm carry one of the largest stocks of this character of merchandise in this country. There are a great number of Carrara marble figures, then there are pottery vases, bowls, candlesticks, also small tables for various purposes of the most beautiful workmanship. There is also on this floor a showing of French clock sets, comprising a clock with either marble vases or urns on low pedestals making very lovely mantle sets. These are to be had in the finest white, green or onyx marble, and the firm is prepared to make immediate delivery on limited quantities from stock. On the third floor there is to be seen some brand new ideas in Austrian Tiger Wood, cased toilet water sets. The wood on these is highly polished and they are ornamented with solid brass handles. These contain two compartments for bottles which are accessible by glass paneled doors opening outward. They may be locked when not in use. A fancy design on the glass panels adds to the beauty of the item.

There are fancy trays and boxes included in this line as well. These are beautifully decorated with miniature paintings which are faithful reproductions of old masters. In china, there is an assemblage of dainty chocolate sets from their Austrian factory. These consist of six cups and saucers, sugar and creamer and chocolate pot. In each set there is a tray to match. The shapes of each set differ. Some are round while others are oblong. The decorations are beautifully executed and colorful miniatures of old paintings. A twenty-two carat gold leaf broad band around the top and on the knobs and handles further enhances their beauty. One can imagine what a wonderful decorative treatment this is on back grounds of maroon, blue and ox blood.

American Retailers Association Adopts New Ethics Code

St. Louis Convention Also Discusses Mail-Order Competition—"Country Stores Can Lick the City Shops on Prices," Says John B. Garver

A CODE of ethics embracing pledge to truth in advertising and a fourfold obligation on the part of the retail merchant, to the public, to his employer, to his competitors and to those from whom he buys, was adopted at the recent convention in St. Louis of the American Retailers Association.

One of the high lights of the meeting was the discussion by Mrs. M. J. Alderman, of the Missouri Valley Stores Company, of Marshall, Mo., of the methods by which a small store was able to convince its clientele that it could undersell the mail-order houses.

The country store can undersell the city store item for item, declared John B. Garver, of the Garver Brothers Company in Strasburg, O. This he attributed to the fact that while the city store has a wider variety of merchandise and a bigger volume of sales, the advantages of the country store in low rentals, taxes and selling costs more than offset this and enable it to sell on a closer margin.

In showing how a well-organized sales force can increase volume, C. B. Partridge, of the Kepler store in Eau Claire, said:

"It's not always the price appeal that wins trade. Buying becomes more or less of a habit, and people will buy at your store, if you give them the right kind of service coupled with the right kind of merchandise. They will even come to your store if they know they can get the same goods at lower prices at a competing establishment.

"Therefore, much depends on the organization selling your goods.

"Your first task is to sell your store to your employes, who must be so well drilled that they can run every department as if you were on duty there yourself.

"Chain stores have a place in every community. They are bound to take away some business, but they can't take it all. I repeat, buying is a habit; and if you are giving the right kind of service, and building up a loyal clientele, you are not going to be troubled by competing houses. Everything depends on what you serve and the way you serve it.

"You don't increase your business by being a good fellow socially, by boasting of your contributions to charitable enterprises or by affiliating with a lot of lodges and civic organizations. While you are shaking the other fellow's hand, some other merchant will be shaking his pocketbook.

"My salespeople are so well trained in advance that I could go out and play golf on the morning of a sale with

perfect assurance the event would be as successful as if I were in the store myself.

"Foster a spirit of loyalty among your salespeople," Mr. Partridge urged. "We base all promotions on the merits of our salespeople. We have frequent contests to arouse their interest in what they are selling and make them strive for records."

The code of ethics was adopted as follows:

"First. We believe the retail field offers an opportunity of earning an honorable living, and of rendering a real service to the public.

"Second. We admit that the foundation of any business is integrity, and that success of any business is fair dealing.

"Third. We hold that every retailer has a fourfold obligation: 1, to the public; 2, to his employer; 3, to his competitors; 4, to those from whom he buys.

"Fourth. We believe in truthful advertising, and condemn any form of advertising that is calculated to convey a wrong impression to the public.

"Fifth. Mutual regard between buyer and seller is the basis of commercial honor, and we urge as a cardinal principle, respect for contracts placed in good faith.

"Sixth. Our constant aim shall be to conduct our individual business upon a higher plane, in order to reflect credit upon this association and our craft as a whole."

Fenton Issues Catalog

The Fenton Art Glass Co., Williamstown, W. Va., has recently issued a catalogue in colors, showing the entire line of this factory, and with new items illustrated that have been added to the line since the display at the Ft. Pitt Hotel last January. It is recalled that this factory was one of the first to produce a line of colored glassware, and during the years that have followed it has been developed rapidly.

Something in a Name

Down South a Negro was brought before a judge because of some missing chickens. The judge asked him if he had any children.

"Yas, sah," said the Negro. "I'se got a boy."

"What's his name?" inquired the magistrate.

"His name am Weathahstrip, Judge."

"Weatherstrip? How did he ever get a name like that?"

"Well, Judge, you see it was dis way: Dat boy was bo'n jes' fo' de wah, an' he done kept me out o' de draft."

OUTBABLING BABEL —



THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

*A postcard request will
bring our rates.*

The CROCKERY *and* GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street

New York

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

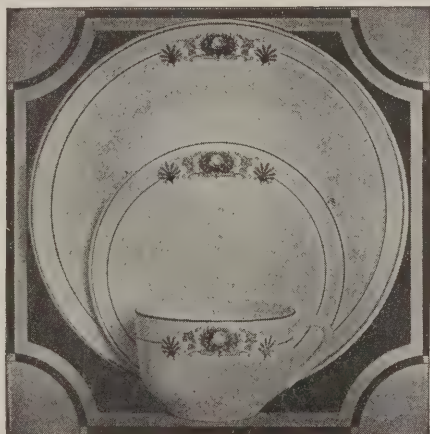
THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

"Pete" Rinken's Annual Party Set for Week-end of September 10

THE local trade was notified late last week that "Pete" Rinken's Annual Party of 1926, sponsored by W. H. Fergus and Peter G. Rinkin, will be held over the week-end of Friday evening, September 10, to Sunday evening, September 12, at the Boston Store Recreation Farm, Lake Beulah, Wis., 80 miles northwest of Chicago. The main party will leave Chicago Friday evening at 5:30 P. M., standard time, over the Soo Line from the terminal station at South Wells and West Harrison Sts. Those expecting to attend this affair have been asked to notify Mr. Rinkin, as it is necessary for him to know in advance in order to make arrangements for all. A round trip ticket should be purchased to Mukwonago, Wis., at which point buses will meet the party and take everyone to the lake for supper. In order that those wishing to attend do not miss any of the fun, they are urged to come with the main party Friday evening.

Ready for Shipment—



No. B1121

Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

The Pitkin & Brooks retail department started its September Dinnerware Sale at the beginning of this week. Price reductions of from 10 per cent to 40 per cent were announced for this sale. A 20 per cent discount is also offered on six open stock numbers of table glassware, including goblets, sherbets, wines, cocktails, ice teas, table tumblers, etc.

Marshall Field & Co.'s wholesale store celebrated "Devlin Day" on August 25, in honor of John Devlin, who has been on the payroll of the company for sixty years. On August 25, 1866, Mr. Devlin went to work as stock boy for the then Field, Leiter & Co., at the weekly salary of \$3. Because of his long connection with the firm, Mr. Devlin is one of the few thoroughly informed men in regard to Chicago's commercial development. Mr. Devlin's son, Edward J., is also associated with the Marshall Field organization.

Burley & Co. continued its Season-End Sale this week. Among the many specials offered was an eighteen-piece block optic table service of combined clear crystal and rose-amber, including six each of goblets, sherbets and plates, at \$8.50. Bohemian fine blown crystal glassware with gold edges was offered at 50 cents each. "Clearance Corner" offerings included luncheon plates of ivory porcelain in blue green patterns at 50 cents each and bouillons with stand at 75 cents each.

"Al" B. Papke, china and glass buyer for Ed. Schuster Co., Milwaukee, Wis., stopped a short time in Chicago last week on his way East.

The Chicago display rooms of Earl W. Newton & Associates, were painted and re-decorated last week.

W. T. Darden, local representative of the Dresden Pottery Co. and the American Bisque Co., announced last week that he will also represent the Sterling Glass Co., Cincinnati, O. This company manufactures a high grade line of cut, engraved colored glass, such as amber engraved glassware, Florentine glass, and blue glassware encrusted with sterling silver border, including console sets, candlesticks, comports, cheese and crackers, sandwich trays, etc.

Henry Von Hagel, china and glass buyer of Sears, Roebuck & Co., returned last Thursday from a vacation in Cincinnati, O., bringing back his family, who have been there for the past five weeks.

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone
Central 3497

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass
Corp., Burke Studios, Vesta Studios, Heule
Studios, Lamps and Shades.

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 930

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street

Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES

The China Manufacturing Industry of Limoges

*Counsul Howard F. Withey, Limoges, France in
Commerce Reports*

The Limoges china manufacturing industry has enjoyed a period of great activity and considerable prosperity, the principal unfavorable circumstances encountered being labor controversies and minor strikes.

According to the records of the Limoges consulate, the dollar value of declared china exports to the United States during the quarter ended June 30 was \$159,461, as compared with \$132,163 during the quarter January-March, 1926.

FRENCH DEMAND ACTIVE—DOMESTIC BUYING

The French demand has been good. Dealers have been taking advantage of exchange and laying in large stocks, but orders have recently been slackening. The demand from the hotel trade, however, is active, probably because a large number of English and American tourists are now in France of preparations are being made for their arrival.

As a rule, traveling salesmen cover the domestic market from January until the latter part of May, are called in during the normal dull period through the summer months, and go out again in September, but this seasonal dullness has not developed and manufacturers report little or no diminution in orders received. June was a slightly less favorable month, so far as concerns the domestic trade, than April or May, but June of this year was a far more active month than the corresponding month in 1925.

PRODUCTION COSTS INCREASED

It is estimated that throughout the china industry production costs were about 10 per cent higher in June than in March. Exchange conditions were probably responsible for most of this increase. Coal prices have risen and the general labor situation has been unsettled.

William G. Mueller, Inc., Changes Name

In accordance with the recent announcement published in the CROCKERY AND GLASS JOURNAL, that with the retirement of William G. Mueller and the disposal of his interest in the concern to the other stockholders of the firm of William G. Mueller, Inc., 49-51 West 23rd St., New York, importers, representing the well-known Bavarian factory of Heinrich & Co., manufacturers of dinnerware, and the Winterling and Oscar Schaller & Co., fancy goods factories, that the concern would continue only temporarily under the old name.

They have just announced that beginning with September 1, the firm name was changed to Heinrich and Winterling, Inc., and that they are now operating under that name.

As was previously stated the firm is now under the management of Karl Lickhard, former secretary of Wm. G. Mueller, Inc., and associated with Mr. Mueller during the time he was head of the concern. Mr. Lickhard is also president and treasurer of the successor to the old firm, Heinrich & Winterling, Inc.

The concern's road staff are: Eugene Blum, secretary of the company; Leon Fromkess and Gilbert Fromkess.

Auckland Holds Winter Show in June

The Auckland, New Zealand, winter show and exhibition which closed on June 19, after having run for its regular nine-day period, is reported to have been one of the most successful in recent years from the point of attendance. The great majority of exhibits were from the various towns and counties of the district; such foreign products as were shown were usually included as a part of the exhibits of local dealers, although there were several foreign stalls of merit, a number of which were American. Because of the popularity of the show it is expected that next year the space will have to be greatly expanded. (Consul Walter F. Boyle, Auckland, New Zealand, in *Commerce Reports*.)



OBITUARY

**Joseph L. Block**

The many friends in the trade of Joseph L. Block, head of the firm of J. L. Block & Sons, 231 Bowery, New York, will learn with genuine regret of his sudden death from heart disease on Saturday night, August 28, at Long Beach, L. I.

Mr. Block who was in his fifty-ninth year, underwent an operation five months ago from which he never entirely recovered and for the past five weeks had been endeavoring to recuperate from the ordeal at Long Beach.

He was one of the pioneers in the crockery business and later developed a reputation as a wholesaler of enamelware as well in which he dealt on a large scale. Starting forty years ago, with a borrowed capital of two hundred dollars, he opened a small store on Ridge St., New York. Gradually the business grew until it demanded larger quarters. In the meantime the concern had also progressed from a retail business to one doing a flourishing wholesale trade. The next move was to Grand St. The success of the business continued here until still larger quarters were needed, which were found at 110 Bowery. As the business continued to expand Mr. Block's two sons became associated with him and seven years ago the firm purchased the seven story building at 231 Bowery where

they are now located. The business will be continued by his sons.

Mr. Block is survived by his two sons Joseph and Irving H., members of the firm, a widow and three daughters.

The funeral services held on Monday were largely attended by many members of the trade a good number of whom had known him for many years. Interment was at Unionfield Cemetery, Cypress Hills, N. Y.

Charles G. Cassel Dies

As we are going to press word is received of the death of Charles G. Cassel, one of the trade's best known salesmen. In the first years of his career in the glassware business Mr. Cassel was with the United States Glass Co. In the early nineties he went with A. H. Heisey Co. for whom he traveled until his retirement two months ago.

The merchant who reads makes something more than paper profits.

Two-thirds of gentleman is gentle. The rest is mere man.

A contract is like a blank check. No good until it is signed, and then only as good as the man who signs it.

Announcement

Beginning September 1st, 1926, we shall operate under the name of

Heinrich and Winterling, Inc.

49-51 West 23rd Street

New York, N. Y.

As sole agents of the well known Bavarian Dinnerware Factory of Heinrich & Co. and Fancy Goods Factories of Winterling and Oscar Schaller & Co., Nachf., we shall continue to serve our valued customers to the best of our ability.

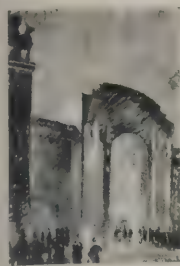
The management, as previously announced, is in the hands of Mr. Karl Lickhard, former Secretary, now President and Treasurer.

On the road we are, as heretofore, represented by Mr. Eugene Blum, Secretary, Mr. Leon Fromkess and Mr. Gilbert Fromkess.

William G. Mueller, Inc.

Succeeded by

Heinrich and Winterling, Inc.



Entrance
to Palace
of Arts

PHILADELPHIA SECTION

Influx of Buyers and Early Fall Business Is Laid to Sesqui-Centennial Attraction



The
Tower
of Light

FALL business in the Philadelphia territory has opened earlier than previous years. A larger number of buyers have been in the city this year than several years past, which is no doubt due to the attraction of the Sesqui-centennial, which is now 100 per cent finished and to which increasing crowds are coming every day. The exhibits of china and glassware from some of the foreign countries, such as, Great Britain, Czechoslovakia, Denmark, Japan, etc., as well as several important American exhibits, are worthy of a visit.

Wm. C. Byrnes, agent for the Central Glass Works, left for his fall trip through New York State on Sunday. His first stop will be at Troy. He will then work West on the New York Central to Buffalo, making all the principal points in that territory.

Harry Bortz, agent for the Heisey line, has just returned from a four weeks trip by motor through Pennsylvania. He went as far west as Pittsburgh and Erie and reports very successful business.

Miss Ritter, secretary to M. L. Gilman, of the Wanamaker Store, has just returned from a two weeks' vacation at Atlantic City, as brown as a berry and the very picture of health. She says she feels very much rested and is ready for the busy season at their store.

"Bert" Baker, of the Gimbel Store, is back from his vacation which he spent at the Pocono Manor Hotel, Mt. Pocono, Pa. He played a little golf with his son John, but rested most of the time. John has become quite a golfer, having held the lowest score in several recent games.

"Clif" Allen, of the Strawbridge & Clothier store, is sojourning with his family for the summer season at Cape May, N. J., for which resort he has become a great booster. He has been going down on Fridays for the week ends. His family will not return until after Labor Day.

Frank Carney, representing Lazarus & Rosenfeld, arrived in town last Thursday, and opened up at the Adelphia Hotel, where he expects to remain for two weeks showing his fall lines.

Fred Stott, Philadelphia agent for the Westmoreland Glass Co., Economy Tumbler Co., Indiana Glass Co., and several other factories, arrived last Sunday, from an 1,800 mile motor trip to Albany, the Berkshire Hills and over

the Mohawk Trail to Boston, Portland and over the Ideal Tour to Dixville Notch, N. H. He took the trip as a vacation and to bring back his two children, who spent the summer at a camp in Maine.

Gift and Art Shop Show Opens at Adelphia Hotel

The semi-annual Gift and Art Shop Show is being held this week at the Adelphia Hotel on the 6th, 7th, 8th, 9th, 10th and 11th floors. It opened Monday and will continue until Saturday noon. There are one hundred and seventy exhibits at the show. All the rooms have more or less elaborate displays and the exhibitors, who come from all parts of the country, are looking forward to a big week. A special meeting is called for Friday evening, September 3. All the exhibitors and dealers at the show are invited to discuss credits and other important problems of the gift and art industry. The meeting will be held under the auspices of the Gift Shop Credit and Promotion Bureau and will include a complete report of the work accomplished by that Bureau. On Thursday evening, September 2, a banquet and dance will be given on the roof of the hotel, under the auspices of the National Gift and Art Association.

Philadelphia, the City of Brotherly Love, has borne the brunt of considerable jest for many years and the old chestnut of the postman being shot for a Confederate soldier has been told and retold but it remained for the Quaker City to accept the Dempsey-Tunney fight when New York was unable to accept it because of petty politics. Philadelphia, however, will be anything but a City of Brotherly Love when the two modern gladiators meet on September 23rd, although the fight should prove a business boom.



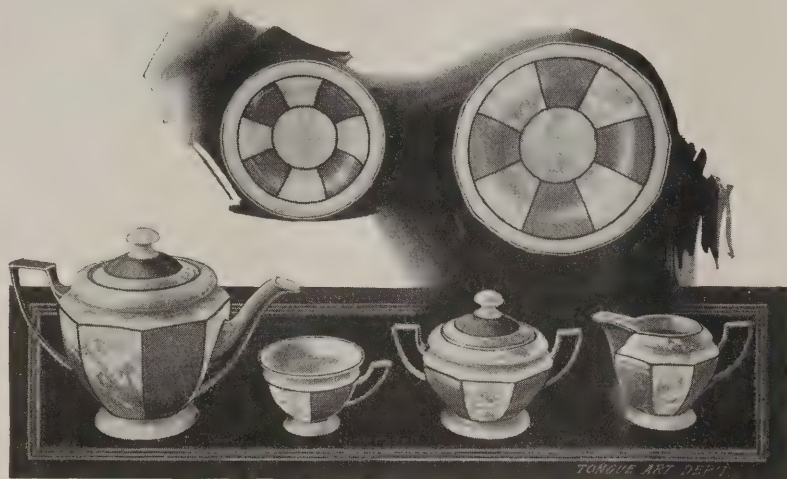
NOVELTY FISH AQUARIUMS

No. 106 B

Oval Aquarium with
Black Glass Stand
Holds 3 Quarts

Ask for Circular
Showing Full Line
Black Glass Stands and
Iron Stands

GILLINDER & SONS, Inc.
Tacony Philadelphia



Tea Sets of Delicate Color and Odd Shape

We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts.

Philadelphia, Pa.

WILLIAM C. BYRNES
Burd Bldg., Philadelphia, Pa.
Representing
CENTRAL GLASS WORKS

Makers of
Fine Glassware
Since 1863



Two Tone Stemware
Pleasing Color
Combinations
in
Old Rose, Green and
Amber

Complete Assortment of Lunch Trays,
Cheese and Crackers, Candy Jars, etc.
A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware
at Attractive Prices

HARRY M. BORTZ

REPRESENTING

HEISEY'S GLASSWARE

FOR YOUR TABLE

FOR HOME

Philadelphia

DECORATION

Office



406 Vandam Bldg.
1005 MARKET STREET

JOSEPH TOMKINSON

1104 Arch St., Philadelphia

FOSTORIA GLASS CO.

DUNCAN & MILLER GLASS CO.

DRESDEN POTTERY CO.

Fostoria complete glass dinnerware colored and crystal plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glassware colored and crystal.

Dresden Pottery Co., the new Apollo shape with many attractive decorations.

JOHN F. LANE

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty

Colored Stemware

Pekoe Glow, Burgundy, Green, Blue and Amber on foot and stem. Have above line in New Rose Cutting on spiral optic.

Paul L. Larson

1104 Arch St.

Representing

HOCKING GLASS CO.
McKEE GLASS CO.
LANCASTER GLASS CO.
MOUND CITY GLASS CO.

Crystal and Decorated Glassware

FRED STOTT, Successor

Formerly

PEACOCK AND ROOP

1007 Filbert St.

Representing

Economy Glass Co.	Westmoreland Glass Co.
Indiana Glass Co.	Space Saver Dish Co.
D. C. Jenkins Glass Co.	Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colored Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.

JOHN A. NIXON

906 Filbert St.,

Philadelphia

Representing Leading Lines of Pressed and Blown Table Glassware and Pottery

Cambridge Glass Co.
Dunbar Flint Glass Co.
N. O. Cederborg Co.
Susquehanna Cut Glass Co.
Zanesville Stoneware Co.

Glassware and Pottery in Popular Colors with Gold and Iridescent Effects—Commercially Priced for Dept. Stores, Gift Shops and Jewellers

UNITED STATES GLASS CO.

705 Vandam Bldg.,

N. W. Corner 10th and Market Sts.

Philadelphia

*Complete Line
Pressed and Blown Glassware
Lamps and Novelties*

J. A. HEMPLE

Sales Representative

Retail Trade Doubles in 17 Years

"BUSINESS is today as far above normal as it has been at any time in the last twenty-five years, and perhaps through a longer period," Carl Snyder, of the Federal Reserve Bank of New York, told the merchandise managers' convention at its recent sessions in New York.

Mr. Snyder explained that he meant by this "as high in relation to that volume which would represent the normal average growth of the country's business," and warned his hearers of the necessity of measuring "good," "bad" and "fair" business in relation to what it ought to be in a given year instead of in relation to the set standard of an arbitrarily selected year, if they did not want to mislead into errors of business judgment. In support of this he cited the case of a business enterprise whose leaders had come to him recently not satisfied with their present volume of business, but satisfied that this volume of business would increase as soon as business got better, whereas, he declared, as a matter of fact it will have to get worse again before it can get much better.

Federal Reserve studies of trade figures as far back as they are available, said Mr. Snyder, show that the total retail business of the country is growing steadily, at a rate that doubles it about every seventeen years. This means, averaged, a growth of $3\frac{1}{2}$ to 4 per cent, though

individual years lag behind and shoot ahead of this average rate of increase, thereby causing what is known as the business cycle.

The rate of increase, he explained, is not necessarily in direct ratio to population growth, though for certain periods it has run parallel to it.

Business generally, he said, fluctuates from a point 10 per cent below the normal (or rate of growth line), when it is known as "dead," "dull" or "stagnant," to a point 12 to 15 per cent above this line, which "later is referred to as a boom period, though nobody is ever satisfied that a boom is a boom while it is actually on."

Retail trade, according to the Federal Reserve statistics, suffers a somewhat smaller degree of fluctuation than general business, ranging between 6 to 8 per cent above and below the line of normal growth. At the worst period of the 1921 slump, he declared, it was not more than 5 or 6 per cent below this normal line.

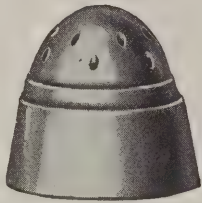
He emphasized the value of knowledge of general market conditions and an understanding of the business cycle and its likely durations by as many business men as possible. The more who understand it, the greater being the total amount of caution at the top of the cycle, thus acting as a panic preventive, and the greater the amount of courage in the depression, thus quickening the periodic returns to normal balance.

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

MANUFACTURED BY

COLLINS & WRIGHT, Inc.

PITTSBURGH, PA.



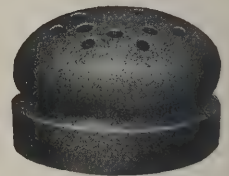
No. 282-2

WILL NOT
TURN
BLACK
—
STRONG



No. 133

EASY TO
CLEAN
—
NO OUTSIDE
THREADS TO
GATHER DIRT



No. 116



A Distinctive American Product



For Home Decoration

Sold Thruout the World

Send For our Beautiful
Catalogue in Colors.

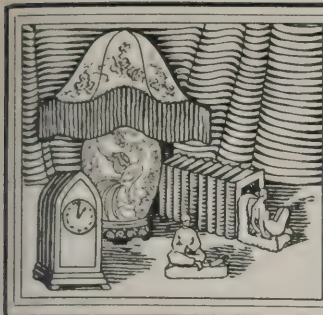
Factory and Offices

FENTON ART GLASS CO.

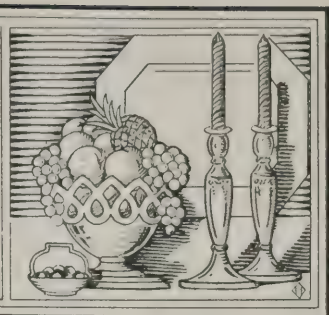
Williamstown, W. Va.

U. S. A.





EVERY DAY A GIFT DAY



Glassware, Pottery and Lamps Gift Shop Magnets

Gift Shops that have reached the high "C" of success have to a greater degree featured attractive domestic and imported glassware, pottery and lamps. Shops that have specialized in these products, realize that the backbone of Gift Shop merchandising is strengthened by the potter's wheel and the glass blowers' craft. After visiting a number of gift shops throughout the country, even a casual observer would be impressed by the prominence of pottery and glass ware in the up-to-date shops.

Lamps are fast becoming one of the Gift Shop's strong magnets, and with the popularity of wrought iron, and fine parchment shades lamps will hold their own as popular gifts.

Glassware and pottery can be offered to the consumer at such varied prices, ranging from a high to a very modest figure, that all classes of customers who visit gift shops can be suited with gifts at almost any price. Perhaps the demand for glassware and pottery for tokens is due to the fact that either expensive or inexpensive articles are equally appropriate for any anniversary; weddings, birthday, holidays and for bridge prizes they have no rival in daintiness or beauty.

Color has played an important part in the success of glassware and pottery for gifts. American glass and pottery manufacturers have devoted a large part of their production to delightful colors in specially designed items in a wide variety, jade, orange, rose, yellow, amber and amethyst are all so truthfully reproduced by American

craftsmen, that women are attracted when looking for special tints to harmonize with interior decorations.

Many fanciful designs are being shown in vases, bowls wall pockets and tall slim-necked vases, to accommodate the long stemmed flowers, and squat bowls for the flower arranger, which is constructed to entice wayward blossoms into proper and graceful positions—all these are gift lovers favorites.

In scrutinizing the assemblage of glassware, and pottery objects which are being offered, it would seem to the veteran shopper that no representative glass or pottery factory has been neglected. Every conceivable item from a tiny ash tray to the largest plate or bowl has found a place on the display tables of the modern gift shop. Domestic and foreign; Czechoslovakian, Majolica, Chinese, Venetian, Japanese and English wares, have a strong hold on the buying public, and many shops that have not given heed to a large

showing of these importations and home manufacturers, are forced to carry a small stock in order to keep up the well equipped and correctly groomed shop.

Pottery has sustained public interest through its ancient lineage by its intrinsic beauty and by its utility. One might say that the beginning of man was the birth of pottery. Old relics that have been unearthed by museum expeditions, and such finds as urns containing cinders of children sacrificed to Moloch and bits of pottery in the ruins of Carthage by Count Byron De Prorok.



Enticing entrance of Lord & Taylor's Gift Shop demonstrates how an artistic entrance invites the passerby.

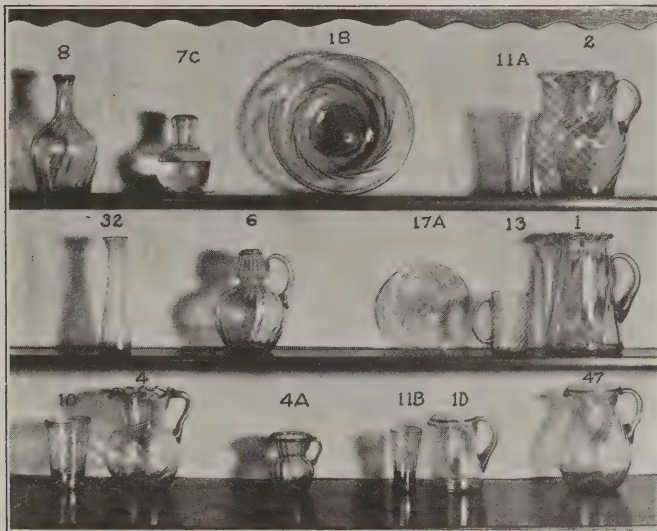
Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By BEATRICE MILLER WISNER

Mexican Glass of Rare Beauty

Every community is seeking something individual and characteristic to add to home decoration or for useful purposes, and with the advent of the delightfully quaint old Mexican Fabrile glass, represented by Howard G. Selden, 225 Fifth Ave., New York, there is found all the oddity and compelling primitive features in glassware so much sought at the present day for home equipment. This notable glass has its birth in the far away hills of Old Mexico, where it is hand formed and breath blown in exquisite clear Aqua Marine blue and a lovely green



color. These old types, a revival of Spanish artistry, bring back to life traditions of long ago which still hover around this exquisite crude glass. The illustration shows a number of the smaller objects which make for utility and home adornment. The various items which are to be had in this dear old style Mexican glass includes every needful glass article in over forty-five distinctive shapes and in more than a hundred varying sizes, giving a comprehensive selection, from a glass lamp to the small table glass or vase. Such useful articles as decanter sets, large pitchers, vases and water sets, together with the ornate pieces, would surely tempt all those wishing to be reminded of the artcraft of the ancient guilds of Spain, and the inspiring influence of Old Mexico.

Beautiful Pottery from the Amphora Factories

With the revival of the Amphora factories, the beautiful pottery that is being shown by Nathan Straus & Sons, 119 Fifth Ave., New York, from Teplitz, Czechoslovakia, brings to America an interesting pottery from one of the best known factories of pre-war times. This factory was suspended during the World War, but has now returned to life and is producing some of the most delightful and

Thirty

novel pieces of art pottery, exhibiting fine colors and designs which are combined in its original decorations. A good example of one of the fascinating numbers is here-with illustrated, showing three small parrots mounted on the side of a low bowl, with the high glaze colors in



jewel-like decoration on a greenish or brownish background. This object is one of the pleasing flower containers among the large assemblage, some with dolphins for side adornment, and a host of other items including vases, wall pockets, bowls and innumerable enticing gift articles. The Amphora factory was so well known, that it means only a gentle reminder of its revival, to arouse interest and enthusiasm in its production—characteristic pottery, inimitable and individual which will sustain its popularity through fine coloring, decorations and novelty in art modeling.

Colorful Matches and Holders

In bringing one of the latest fads to American shores, Mary Ryan, 225 Fifth Ave., New York, has struck the high light in the novelty chintz variegated colored tipped matches, and the exceedingly attractive Faenza pottery holders, illustrated, which are worthy of these delightful colored hand singly dipped matches. Nicotine lovers and all smokers will at once recognize the fascination of these bright colored matches and holders. No table now seems quite correctly equipped without its full quota of smoker's accessories, and these odd and pretty colored matches will find a place on every table and stand, in the home, tea room, hotel



or other popular rendezvous. These novelty matches have been the furor at European watering resorts, and now in making their bow to America, through Miss Ryan's ever far seeing mind, which is responsible for the host of salable gift wares seen at her widely known artistic show-rooms, will be welcomed by every progressive Gift Shop seeking novelties of individual appeal.

Kovar's Original Lamp and Shade

The faithful coloring of the Czecho hand decorated lamp and shade pictured must be seen to be fully appreciated. This delightful boudoir lamp and shade comes from the studios of Kovar's, Inc., Czechoslovakia Arts and Crafts, 328 West 72nd St., New York, where all the firm's china is hand painted by skilled Czecho artists. The long list of fine china objects, comprises many suitable gifts and also china tea sets, vases, lamps, shades, toys, bowls, plaques, tiles and numerous other fascinating decorated objects, embroideries, hangings, wooden toys, etc. Mr. Kovar is fortunate in being able to supply the trade with such a fine collection of interesting lines, which embody the personality of his own artists, skilled in producing the individual motifs and designs born of these gifted craftsmen.



New Jade Color in Chinese Bowl

The exquisite Pi Yu Jade bowl pictured with a sky blue tint, has irresistible charm and new beauty for its passport. This bowl is offered by the May Chong Co., 12 West 33rd St., New York. The fine modeling and individual color is something new in this type of ware, and is only one of many of the firm's unusual items from the Far East, which brings so much of Oriental temperament to America. This bowl rests on a fine teakwood stand, which adds distinctive elegance to the highly decorative piece. Many new things are to be seen at the May Chong Co.'s show-rooms above mentioned, which are interesting and unique in character and craftsmanship. Beautiful embroideries, silks, vases, lamps, and shades with innumerable gift items note some of the worth while Chinese wares, constantly being imported by the firm giving a long list of always new objects, worthy of inspection.



Roseville Pottery's Impressive New Line

Flowers, choicest of decorations, demand the finest and loveliest of receptacles in harmonious tones, in order to retain the full measure of beauty of these blossoms so graciously bestowed from Mother Earth's bounty. Color

so delightful to the eye has been faithfully produced in the enticing new line of vases, etc., being offered by the Roseville Pottery Co., 18 West 23rd St., New York. This new line is christened "Carnelian" and is shown in two colors, tan and turquoise blue, in egg shell finish, with a darker tone at top and running down slightly on the body of the items in splash effect. The variety of shapes of vases and bowls comprise a large assemblage. Two noticeable flat oval compote dishes in two sizes, one 12-inch and other smaller, that are deep enough to nicely accommodate fruit or flowers, and yet retain their flat shape are fine console table numbers. Three sizes of fan-shaped flower vases, two with handles, and seventeen sizes of vases, some suitable for lamp mounts, in numerous shapes, are novel in modeling and character. Flower blocks, and the popular style low candlestick, in 2 and 2½-inch sizes and a strikingly artistic five-in-one candlestick and flower holder, with center opening for candles, and the other two for holding a few flowers, together with lovely bluish wall pockets, in four shapes, and a new designed candlestick, styled "Gate," having two candlesticks joined in the center, add to the compelling numbers of this new "Carnelian" line of pottery. Owing to the demand for low candlesticks the concern has recently added to their Florentine and Panel lines the popular size 2½ squat candlestick, which is extremely well suited for table, what not, or desk. The low candlestick has become one of the Gift Shop's special delights, and promises to be a strong inducement for coming seasons.

"You Can't Argue Against Conviction"



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the BUYERS LAMP DIRECTORY is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP DIRECTORY
45 East 17th Street
New York

Headquarters for Original Czechoslovak Ware



ALL of our decorations are copyrighted and will bear our registered trade mark and the name of Joseph Mrazek, as a guarantee of the authenticity of the designs.

New and interesting designs have recently been added to this beautiful line of hand decorated ware. *Send for our catalog in full colors.*

CZECHO PEASANT ART CO., INC.
8-10 West 19th St. New York City

SELLING AGENTS

BUTTERWORTH & CO.
225 Eighth Avenue, New York
THE NEWCOMBS,
Knickerbocker Bldg., Los Angeles,
Calif.

CHICAGO GIFT MARKET
58 E. Washington St., Chicago, Ill.
W. W. JACOBS,
Travelling representative

China and Porcelain Ware

That We Can Always Duplicate



1 Qt. Jug.....	Each \$2.00
2 " "	" 2.50
3 " "	" 3.00

*Send for Sample Collection of
Newly Imported Porcelain Wares*

Write for Catalog in Colors

KOVAR'S, INC.
CZECHOSLOVAK ARTS AND CRAFTS
328 East 72nd St. New York

REPRESENTATIVES NEW YORK

Reed Sales Co. 225 Fifth Ave.	Bush Terminal 130 W. 42nd St.
BOSTON H. P. & H. F. Hunt Co. 41 Pearl St.	CHICAGO W. C. Owen, Inc. 17 N. Wabash Ave.
LOS ANGELES, CAL. Mabel R. Skinner 2034 Eight Ave.	

"Always at Your Service"
Mary Ryan Organization

Myran Turtles

A BOWL FOR FLOWERS



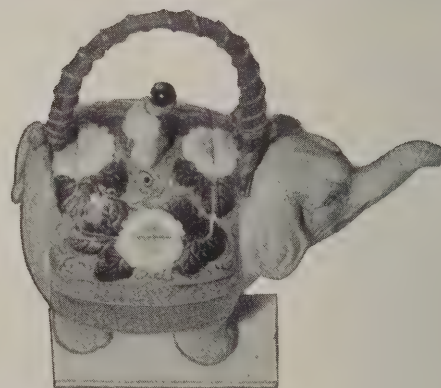
Crystal Glass Turtles decidedly the latest in table decoration. (Antique reproduction.)

Sold in Dozen lots Crystal.....\$45.00 doz.
" " " " Amber or Green.....\$48.00 doz.

225 FIFTH AVE.
NEW YORK CITY

Mary Ryan

17 N. WABASH AVE.
CHICAGO, ILL



PREPARE YOUR STOCK FOR THE FALL AND HOLIDAY TRADE!

Things that are useful as well as artistic—in wide variety of Oriental merchandise at appealing prices.

Send for illustrated catalog

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

101 FIFTH AVE., NEW YORK

SELDEN SELECTIONS

Nationally Known—

The lines listed below are famous from coast to coast. They represent the last word in Gift Merchandise of character in many ways. Their beauty, utility and low cost make them a virtual necessity in every shop.

*Descriptive literature
sent on request.*

SPICER STUDIO
BYBEE POTTERY CO.
COWAN POTTERY
GEORGE R. WEST & SONS
EUROPEAN SPECIALTY CO.

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK

TALavera IMPORTING CO.
PETER PERAZZO
POILLON POTTERY
CALIFORNIA FAIENCE
BARRELL & CO.

Fulper Pottery Exhibits at Exposition

Has Own Building at Sesqui-Centennial and Shows
Real Potter at His Wheel Making Shapes from Clay



In the midst of historic surroundings and environment of the Sesquicentennial Exhibits, Philadelphia, Pa., the Fulper Pottery, Flemington, New Jersey, has builded its own nest, and is housed in its own building which is herewith illustrated, in the patriotic atmosphere of this world-wide heralded exposition. The firm has conceived a novel idea in showing a real potter at his wheel making shapes from plastic clay, and will also explain to visitors the character and quality of the different glasses synonymous with Fulper Pottery which is seen on the long list of items. Such beautiful and useful articles as lamps, vases, powder boxes, candy jars, candlesticks, bowls, compote dishes and innumerable targe at this Exposition, where the beauty of every object is accentuated by the artistic setting and gift, and new objects will be seen to greater advantage interior of the building.

Czecho Peasant Art Co. Expands

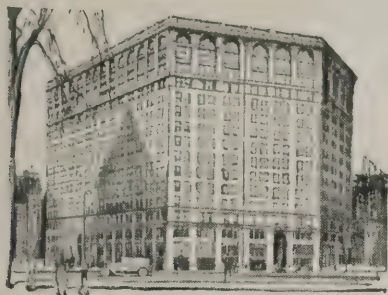
If originality and traditional color mean anything in the development of an artistic showroom, the Czecho Peasant Art Co. Inc., 10 West 19th St., New York, have accomplished a wonderful achievement in their delightful spacious new showrooms which they have recently taken over. These rooms occupy the first floor of the building above their large shipping rooms, which the company still retain on the ground floor. Joseph Mrazek, who has come expressly from Czechoslovakia to personally decorate these rooms, is responsible for the splendid example of color and motifs which have made this artist famous in America and also in his own country. His heroic treatment of some of the oldest Czecho motifs and designs, gives to the rooms the native temperament and individuality which is a part of the romantic lives of the Czecho peasants who are now under his valuable tutelage in their fatherland far beyond the foaming seas. It is a happy occasion that Mr. Mrazek could spend his time and earnest endeavor in beautifying the interior of these showrooms, bringing to America one of the most inspiring and encouraging demonstrations of Czechoslovakian decorative art that has yet been witnessed. The minute the visitor enters the unusual rooms there is created an impression of the accuracy of native coloring in the extraordinary blues, reds, oranges, yellows so wonderfully

executed by the trained hand of the artist, reproducing in every detail motifs, designs and combinations of color that have made him incomparable in his field. The splendid blue which is the predominating color scheme of the rooms, counters, tables and stands on which the beautiful pottery rests, is relieved by the fine yellow background of the walls and the historic motifs in Czecho colors about the entire ceiling of the rooms. On the walls hang exquisite embroideries done by the Czecho peasants, showing the intricate stitches which make these pieces so valuable and interesting. Fine hand tufted rugs are also among the unusual handiwork of these people in fascinating combinations of colors and old designs. The four large windows facing 19th St., are decorated in Czecho style bearing the name of the firm, "Czecho Peasant Art Co Inc." in like colors, in a circular decoration. At the entrance of the rooms is a full display of beautiful lamps and shades while the side counters and tables hold the items; bowls, pitchers, plaques, cups, tea sets, vases, and numerous small gift shop specialties, which the peasants are constantly decorating in their own country in the art colony of Lelovice, under the individual guidance of Joseph Mrazek. Two interesting new objects which are enticing numbers are a batter pitcher and syrup pitcher,

(Continued on next page)



Section of Czecho Peasant Art Company's new showroom



You can see the leading pottery lines in one building

The Fifth Avenue Building offers this great convenience to out-of-town buyers. Here you can see many of the leading glass and crockery lines. Here, in one building, you can select your stock for the entire season. This centralization of buying opportunities combined with the unusual convenience of location brings to The Fifth Avenue Building the great bulk of out-of-town buyers.

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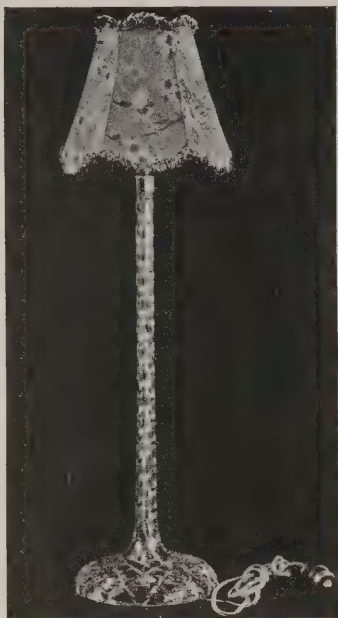
Specials in
Domestic
Dinnerware
and
Hotel China

The Sendar Co.
35 West 23rd Street
New York

Czecho Peasant Co. Expands

(Continued from preceding page)

decorated with the ever popular "Love Bird" motif. A new and fetching color absolutely original with the Company, is a fine jade background of the objects, yet still holding to the lovely Czecho colors, blues, reds, yellows etc. for decorations. Every piece of decorated pottery imported by the Czecho Peasant Art Co., bears the trade mark, Joseph Mrazek, an undeniable stamp of the inspirational decoration from the master's mind. The firm has conceived a novel idea in using a dark room for an illuminating room to exhibit their fine parchment lamp shades. This darkened room is devoted exclusively to the display of lamp shades, where they can be viewed to excellent advantage over electric lights. Everyone's life is somewhat influenced by color, and some color experts hold that a color has such a pronounced power on the lives and habits of humans that one is guided, enthused or depressed by its tones. This seems quite a plausible theory when considering the exhilarating reaction of red and the more sombering effect of darker colors. Truly the Czechs have given the brightest tones to the Western world in their highly spirited color motifs and backgrounds applied to their fine pottery, and embroideries, which must enliven and cheer all those who are fortunate in their possession.



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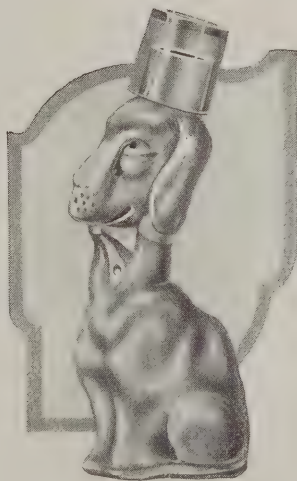
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No. 1926



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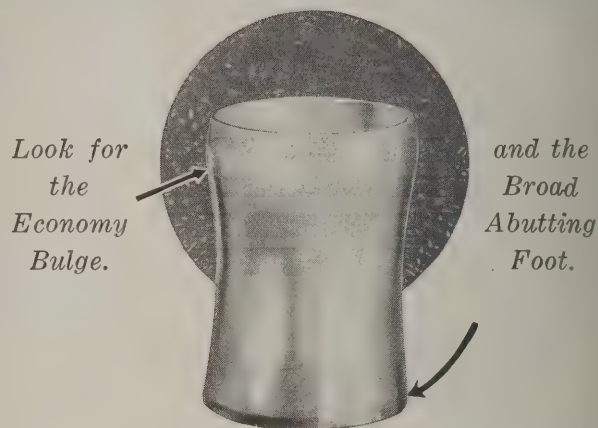
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State Pride

A Florida man who was suddenly called North on busi-
ness stopped off and spent Sunday in Washington. As he
was passing a church during the evening he thought he
would drop in, although the service was half over. The
minister was preaching a sermon on heaven, and he ex-
hausted the language in describing its glories. A man in
the same pew turned to the Florida man and whispered:
"It must be a beautiful place; how I would like to be
here!"

The stranger responded: "Beautiful is no name for it.
I've been there three years."

"Been to heaven three years?"

"Was he describing heaven?"

"Certainly; what did you think he was describing?"

"Well, I'll be everlastingly bumswizzled if I didn't
think he was telling about Florida! But I think he was
making it pretty tame."

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AUGUST 26, 1926

H. Kluger, china, glassware and lamps, Stewart & Company,
Baltimore, Md., 17 East 39th St.
Mr. Busby, glassware, L. Lovemand, Berger & Teitelbaum,
Nashville, Tenn., 128 West 31st St., 6th floor.
T. M. Walshe, china, glassware, housefurnishing goods, toys,
G. MacBain Co., Roanoke, Va., 432 Fourth Ave.

AUGUST 27, 1926

Miss E. Anderson, glassware, fancy china, Jordan Marsh Co.,
Boston, Mass., 244 Madison Ave., 7th floor.
R. E. Mater, china, housefurnishings, toys, G. M. McKelvey &
Co., Youngstotwn, O., 333 Seventh Ave. (N. M. Biggins, Inc.).

AUGUST 30, 1926

F. H. Green, china, housefurnishings, toys, Smith & Winter, Lock
Haven, Pa., 120 West 32nd St. (A. Fantl).
R. B. Lersch, china, silverware, toys, John Lersch Co., Elyria,
O., 105 Grand St. (Jay & Co.).
A. H. Hilker, housefurnishings, toys, Gilmer's, Winston-Salem,
N. C., 44 West 18th St. (J. H. Wimbush).

AUGUST 31, 1926

F. N. Nye, china, glassware, Auerbach Co., Salt Lake City, 333
Seventh Ave. (J. M. Biggins, Inc.).

SEPTEMBER 1, 1926

Miss G. White, china, glassware, Morehouse-Martes Co., Co-
lumbus, O., 455 Seventh Ave. (C. A. Cook).

PETER POTTER



PETER POTTER SAYS: 's funny, how th' Noo Yawk
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A FULL DINNERWARE LINE OF
HIGH GRADE
SEMI-VITREOUS PORCELAIN

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A product that sells itself



National Quality China

The

NATIONAL CHINA CO.

SALINEVILLE - - - OHIO

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F. A. Miner,
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E. E. Wilgus,
Rooms 35-36-37,
111 Summer St.,
Boston, Mass.

Earl W. Newton &
Associates
9 N. Wabash Ave.,
Chicago, Ill.

Western Glass
Products Co., 149
New Montgomery
St., San Francisco,
Cal.

Western Glass
Products Co.,
L. C. Smith Bldg.,
Seattle, Wash.

Western Glass
Products Co.,
1316 Fourth Ave.,
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A Job

A Line

A Salesman

A Buyer

or anything else connected with
the China, Glass, Housefurnish-
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Advertise for it in the Classified
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sertions. Seven words per line
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ble in advance.

The Beautiful and Conveniently Reached
New Show Rooms of
Haviland China

will be after September first at

1107 Broadway

[Corner of 24th Street]

New York City



Haviland China
is Stamped

Haviland
France

on white China

YOU are cordially invited to make this
your headquarters. Come in and see
the many new designs which will be
shown this fall in genuine Haviland China.

Haviland China
is Stamped

DECORATED BY
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on decorated China

Haviland China Co., Inc.

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11 EAST 36th STREET, NEW YORK

Crockery **AND** *Glass Journal*

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

*Also
devoted to
House-
furnishings
Lamps
Gift Shop
and
Art Goods
Dolls & Toys*

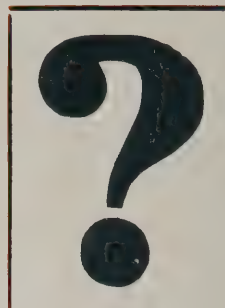


Vol. 103, No. 10

SEPT. 9, 1926



Will It Interest You



- To know the names of the best manufacturers and wholesalers in the lines you are interested?
- To know where you can get the goods you want?
- To know what the latest news of the trade is?
- To know how to increase the efficiency of your department?
- To have a permanent New York mailing address?
- To receive information about any particular line?
- To receive a reminder of coming events and activities?
- To be advised about important changes in the trade?
- To be listed in advance of your coming to the New York market?

CROCKERY AND GLASS JOURNAL

will do all these things for you

Clip the coupon below and receive
the paper regularly each week.

DEMAREST PUBLICATIONS, INC.,
45 East 17th Street,
New York.

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Please send the CROCKERY AND GLASS
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Edition and Spring and Fall Buying Num-
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Montreaux Pattern in Open Stock

This is one of the "EPIAG" patterns
The fall stocks of all patterns from the

Epiag

factories are now complete

Factories at: PIRKENHAMMER
ALTROHLAU
ELBOGEN

Geo. Borgfeldt & Co.

Sole Distributor

111-119 East 16th Street
New York

*The Salesman
ART SERVICE*



Mayflower Prestige

Year after year, the Edwin M. Knowles Mayflower Shape has consistently grown in popularity and demand.

Testimony of Mayflower preference is borne out by over six thousand active open stock patterns sold by the best stores everywhere. Such a record exceeds that of any other shape ever made in America.

Finest of all Ivory Ware—MARYLAND IVORY.

THE EDWIN M. KNOWLES CHINA CO.
EAST LIVERPOOL, OHIO

Now Ready



The Yellowstone Dinner Service

**Ivory Body
Exclusively
Octagon Model**

The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain octagon outlines, provide the ideal frame and background for the score of original decorations especially designed for this model.

Many of the discriminating buyers who have already had opportunity to inspect the Yellowstone have been good enough to pronounce it the outstanding creation of the year, one destined for unrivalled popularity.

The Prices Will Be an Agreeable Surprise

The 1926 Line Will Be

**Yellowstone shape in Ivory Body only
Kwaker shape in both Ivory and White Bodies
Empress, Republic and Hudson shapes in White Body only
Complete Line of Cable Staples in White Body only
Complete Line of Hotel Ware, Double Thick, White Body
Complete Line of Hotel Ware, Half Thick, White Body
A good assortment of Toilet shapes**

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body. The ivory is slightly more expensive, but you may agree that it is worth the difference and more.

PRODUCTION

The equivalent of forty kilns on Ivory.

The equivalent of sixty kilns on White.

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.

OUTBABLING BABEL —



THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

*A postcard request will
bring our rates.*

The CROCKERY and GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street

New York



DECORATION NUMBER 135-G

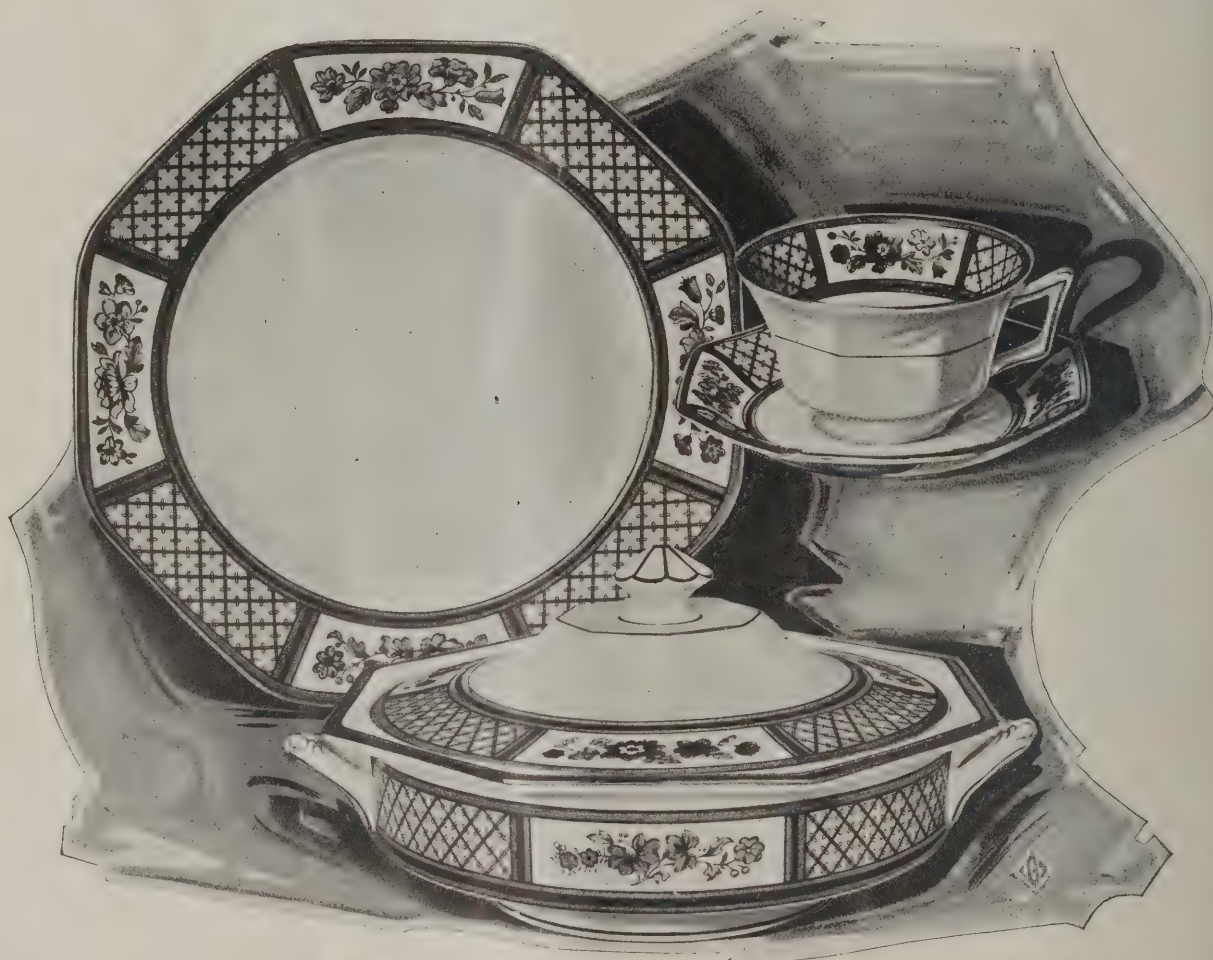
An exceptionally attractive decoration on our
GLORIA SHAPE.

The KNOWLES, TAYLOR & KNOWLES CO.

EAST LIVERPOOL

OHIO

Maddock's New Royal Ivory Body



Lowestoft Pattern—Pagoda Shape

Illustrating one of the striking decorative treatments we are stocking in New York on this exquisite new ivory body—regarded by the discriminating as a master piece of fine potting.

Several other recent additions to our stock patterns in the Royal Ivory Body are now on view, with more to follow.

MADDOCK & MILLER

INCORPORATED

39-41 West 23rd Street

New York



NORITAKE CHINA

Our Import Line for 1927 delivery
is now on display

DINNERWARE

Exclusive and distinctive designs
at popular prices

Make your selections early to
assure Spring delivery

FANCY CHINA

Rich lustre treatments and highly colored decorations
on hundreds of new shapes, many of them packed in
individual fancy gift cartons. Big values at special
prices for sale purposes.

We hope you will plan to see this unusual line as soon
as possible.

MORIMURA BROTHERS, Inc.

Importers of Japanese Goods

53-57 West 23rd Street

New York

THEODORE HAVILAND & CO. INCORPORATED

26 West 23d Street :: :: New York

The CHAMBORD

An exclusive creation on the lovely Pilgrim shape

The broad, lustrous ivory band, finishing in a border of subdued mist blue edged with gold, gives this design a particularly delicate beauty.

Richly colored flower and bird groups are softened by the creamy whiteness and deep rich glaze which results from a patented kiln-firing process. This method makes possible a china so hard that only a diamond will scratch it, and gives to color-decoration an extraordinary soft brilliance.

The same design and shape, bordered with harvest yellow, is of equal beauty. Ask for the Eden—with or without the ivory band.



ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

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45 EAST 17th STREET NEW YORK

SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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Vol. 103

September 9, 1926

No. 10

AS THE EDITOR SEES IT

Who Should Call And Why

Not long ago the question arose between a buyer and a manufacturers' representative as to whether it

was best that the manufacturers' representative call on the buyer or whether the buyer should call at the manufacturers' representative's showrooms.

In this particular case the representative handled only one very well-known line and no other. His fixtures were the costliest. He carried a very complete display and his showrooms were spic and span. It was the manufacturers' representative's contention that the showroom demanded his time. That he carried a complete line of samples and that his wares could best be seen as they were rather than in a catalog. Furthermore he stated that it had happened more than once that while he was out visiting a buyer several others had called and growing impatient, refused to wait at his showrooms.

The buyer on the other hand in stating his case declared that he too was very busy. That his time was valuable and that other salesmen called at his office with his wares and he could see no good reason why a manufacturers' agent should not call around if he expected to sell his factories' wares.

There are two sides to every argument and this one certainly affords an opportunity for plenty of debate—both ways.

A Remedy for Outside Competition

From a southwestern community comes the news of this local situation, which it is believed is to be found in many parts of the United

States:

"In our own city we have a lot of competition from the syndicate stores, mail order houses that maintain retail branches, department stores that hammer away at low prices for dinnerware and glassware, and also from the credit jewelry stores that give dinnerware and also bakeware and the like, so that it is a hard proposition to overcome some of this class of competition.

"However, with the idea of personal service always uppermost in mind, and by carrying of more and better stocks, we are showing an increase in sales, despite the class of competition we are up against."

This correspondent has here presented in a few words a picture that perhaps is to be viewed in most any community, but he has a cure for such ills as he has related, "personal service and better stocks."

Eleven

Who's Who In the Trade



John J. Miller as a young man.

IF the sand in the hour glass of time could be shifted back to the year 1880 it would probably be of considerable interest to many in the crockery and glass trade to watch the actions of a sixteen year old youth who had just completed his course in a Trenton, N. J., business college. The youth, John J. Miller, had in successive stages graduated from the Trenton public school, high school and business college and was now ready to enter the business world.

Young John Miller stood before the president of the business college who was very much interested in his future and was offered his first position.

"I have several applications from companies that require the services of a bright young man," said the president. "I am going to offer you your choice. Two of them are with wholesale grocers and three are with potteries. Which would you prefer?"

"One of the potteries, by all means," emphatically declared the young man and so the first step in the business career of John J. Miller, now head of the firm of Maddock & Miller, Inc., 39-41 W. 23rd Street, New York, importers of English wares of merit, was made.

Commenting on his first decision to enter the pottery business, Mr. Miller said: "Pottery manufacture was the big industry in Trenton, even in those days. As far back as I can remember it had been my ambition to go into the pottery business. My folks were set upon having me go to college but I finally prevailed upon them to let me go into business.

John J. Miller, head of Maddock & Miller, Inc., Importers of English ware, started his business career at the age of sixteen.—A career that was characterized by a determination that let no obstacles thwart him in his climb to the top. It was his ambition as a youth to enter the pottery business. In the accompanying article he tells how his ambition was realized and how by "persistent plugging" he reached a position of eminence in the crockery and glass trade.

"My first position was with Ott & Brewer Co., Trenton. I was just sixteen and a half years old at the time. I started as assistant bookkeeper, clerk, paymaster and all around athlete—all for three dollars a week.

"But money wasn't so important to me then," commented Mr. Miller. "I wanted to get ahead. The trouble with the average young man today is that he expects too much money when he is starting in business.

"Business systems were rather slipshod in those days and often I had to hustle about on pay day making collections in order that I might pay the help. After three months I was made bookkeeper. The work was the same but the title sounded better.

"In about three years the firm sent me on the road at first making the high grass towns but in about a year their regular western salesman resigned and I was offered the position and did my best to fill it until 1890 when I was offered an interest in this business which was then confined to Maddock's goods entirely.

The old partners has either died or resigned, Mr. Miller explained, and it was his task to reorganize and modernize the business and this he did very capably adding the products of certain other well-known firms making up the strong and successful combination it has been for so many years.

In 1895 he organized the present firm of Maddock & Miller and has continued to build the business up. Connected with Mr. Miller now are his three sons, J. Meredith, Donald Maddock and Robert D. As Mr. Miller, him



Beautiful home of John J. Miller at Montclair, N. J.

self, now puts it, his job is that of "Stimulator" and he is actively engaged in running the business, ably assisted by his sons.

"What are your rules for success?" we asked Mr. Miller. He let out a little chuckle. "That is a question that's asked every man who gets his nose up two inches out of the mud," he retorted. "But if you really want to know I would say that hard work, enterprise and some ability topped off by persistent plugging, is the recipe. I know that when I was getting started I encountered many discouragements and hardships but I made it a point to never quit or let up."

Next we asked Mr. Miller what his hobbies were. "Well, I have quite a few," he replied. "First I have my family. I have four children, three sons and a daughter all married and all living in Montclair, N. J., where my home is. I am very fond of golf, bridge, books and flowers."

And so saying Mr. Miller was off to view a new pattern in floral design that has just come in.

Boston Merchants Plan Big Carnival

One generally associates the idea of street carnivals with small cities and towns, but the retail merchants along

Massachusetts avenue, in the Back Bay district of Boston, believe that it is a worthwhile idea for a big city—at least as applied to a big retail district of small stores, like those along Massachusetts avenue. By small stores is meant in comparison with the big department and other big retail stores of the downtown district. The merchants of this Back Bay district have succeeded in obtaining an improved lighting plan for the thoroughfare, making it a "Great White Way" of brilliant arc lights for a quarter of a mile. To celebrate the turning on of these new lights and thus the improvements of Massachusetts avenue as a business street, the merchants have arranged for a carnival, which will open September 11 and continue through the month. The carnival will include street parades, band concerts, street entertainments and open house, in which all the merchants will participate.

May Company May Declare Dividend

There is talk in the financial district that the May Company, operators of a number of department stores, will declare its long indicated stock dividend in the first part of 1927.

Although the company has the reputation in department store circles of returning the largest net profit, its last stock dividend was paid in 1922.

EDITOR'S NOTE

This is the sixth of a series of sketches dealing with the careers of prominent buyers, manufacturers and manufacturer's agents and importers of china and glassware that will appear in the CROCKERY AND GLASS JOURNAL. These articles will appear indefinitely and will give intimate accounts of the careers of men who are well-known to the trade.





CAUGHT IN THE NEWS NET



AMONG the buyers visiting the New York market this week were H. Harold Vogler, of W. T. Vogler & Son, Jewelry, Art Goods and Novelties, Winston-Salem, N. C.; Joe Bason, with Shepherd Co., Providence, R. I.; Mr. Luther, with W. M. Burdin's Sons, Miami, Fla.; F. Butterfoss, with Cleland & Simpson Co., Scranton, Pa.; Charlie Cullen, Knoxville, Tenn., and Bob Adams, of J. N. Adams & Co., Buffalo, N. Y.

Mr. Ryan, assistant to L. A. Carter, Homefurnishings, China and Lamps buyer for N. Snellenburg, Philadelphia, is spending his vacation visiting relatives in New York.

E. W. Hammond, manufacturers' agent, succeeded in placing his speed boat, *Miss Westchester*, in both the Detroit and Far Rockaway Regattas over Labor Day. *Miss Westchester* finished third in the 151 class at Detroit and fourth at Far Rockaway.

George Thompson, of C. C. Thompson Pottery Co., East Liverpool, O., was in New York this week preparing for an extended trip to the Mediterranean.

Harry L. Seixas, of the Edward Boote sales staff, is spending this week in Boston showing the Boote line in that city.

D. King Erwin, manufacturers' agent, accompanied by his wife and family left Sunday for a motor trip in the vicinity of Rochester. They expect to return Saturday.

Justin Tharaud, the china importer, is spending several days in Chicago this week, where he went to meet Ashley Myott, of Myott & Sons Co., England, which Mr. Tharaud represents in this country. Mr. Myott recently arrived in New York to work with Mr. Tharaud for a few weeks in studying the trades requirements here.

Charles H. West, head of the Westmoreland Glass Co., Grapeville, Pa., visited the Horace C. Gray Co., his factory's New York agents, last Thursday, leaving the same day for Philadelphia to see his agent there, Fred Stott, before returning home.

Charles E. Cardon and Justin Tharaud, Jr., travelers for Justin Tharaud, Inc., both left for their territories this week, Mr. Cardon the South and Mr. Tharaud, New York State and New England.

T. Terazawa, of Nagoya Seitoshu, Ltd., Japan, has arrived in New York for a six months' stay to work with S. Wakamoto, American manager for the firm.

Frank W. Merry, president of the Indiana Glass Co., Dunkirk, Ind., dropped in for a chat with his agents of the Horace C. Gray Co., on Monday. He was on his way home by automobile from a vacation trip in Canada on which he was accompanied by his family and some friends.

Rene Dunn, salesman for Edward Boote, importers, has been busy for the past several days packing his sample lines preparatory to leaving on a road trip for his firm. He departs today (Thursday), to cover middle western territory, expecting to be gone until the middle of November.

A new corporation is that of G. Granata & Co., Inc., importers of pottery, china and glassware. The corporation is capitalized for \$100,000. Walter H. Granata is the incorporator, 71 West 12th St., New York.

"Jack" Wilson, salesman for B. Tomby & Co., left last Friday for Detroit, which will be the first stop of a road trip that will keep him away for three months. From Detroit he will proceed to Chicago and thence over his regular territory. John G. Paul, also of the Tomby sales staff, left last Monday making Binghamton, N. Y., as his first port of call. He will then cover New England, Michigan and Wisconsin, being away until November.

Freeman Rejoins Gimbel

Arthur Freeman, formerly advertising director of the Gimbel Brothers store in New York, has rejoined the Gimbel organization following the death of A. A. Christian, general manager of the Gimbel department store, and will take up executive duties at Philadelphia.

Mr. Christian, who acted as advertising director as well as general manager of the local store, was with the Gimbel organization for thirty years.

Plaut Joins Mercantile Stores

Colonel L. S. Plaut, formerly a member of the L. S. Plaut & Co., Newark, department store before its sale to the Kresge Company, is now associated with the Mercantile Stores Company, New York.

Next Trade Golf Tournament Slated for September 21st at West Orange, N. J.

Tuesday, September 21st is the date set for the next golf tournament of the Pottery, Glass and Brass Salesmen's Association and it is expected that a record turnout will be on hand to play the beautiful course of the Essex County Country Club, West Orange, N. J.

The privileges of this old and well-known club have been obtained by W. S. Pitcairn. There are two eighteen-hole courses and the course to be played for tournament purposes will be made known by Secretary L. S. Owen. "owing to the scarcity of caddies at this time because school is in" and they must therefore be notified in advance, it is especially important that entries be received immediately.

Trains leave Hoboken, Daylight Saving Time, for Orange, at 9:00, 10:00, 11:00, 11:52 A. M. and 12:28; 1:03 and 1:52 P. M.

Taxi from Orange Station to club.

Everybody out and make this a record-breaking day both for attendance and scores.

Selfridge Party Sails Back Home

American hospitality and a willing spirit of real cooperation made a deep impression upon the fifty-three delegates of the H. Gordon Selfridge Company, Ltd., London department store, the official spokesman for the party stated just before the visitors sailed for home on the steamship *Caronia* recently.

Before sailing this message was sent back by H. Seal, display manager of the store and chairman of the visiting group:

"We are cabling to say that we have had the most wonderful reception that could ever be imagined. We have the greatest possible respect for American merchants and the wonderful business establishments they control and conduct."

William Butler, sales and advertising manager of the store, declared that he liked the news angle of American advertising copy. The freedom with which white space is used in ads and the picturesque illustrations were among the other features that fascinated him.

The display of merchandise on counters and tables, where it is accessible at all times to the customer, was commented upon by N. A. Parsons, manager of the branch store, A. J. Doran, Ltd., St. Albans.

Many of the methods which the delegates saw in use here were familiar sights, because H. Gordon Selfridge has long been a proponent of the American system of retail merchandising.

Made Letter Expert

Miss Mildred Cochran has been named supervisor of correspondence at L. Bamberger & Co. department store, Newark, N. J.

Before joining the local firm Miss Cochran has been associated with Miss Conklin's Secretarial School, R. H.

Macy & Co., Inc., Gimbel Brothers, Abraham & Straus, Inc., and the Metropolitan Life Insurance Company.

At the Bamberger store she will devote her time to correcting and improving the efficiency of the many letters sent out by the firm each year.

\$3,000 Gift to Channel Swimmers By Deutsch

Mrs. Clemington Corson, second woman to swim the English Channel, will receive a complete outfit of furniture valued at over \$3,000 when she arrives here on Sept. 10. Adolph Deutsch, the donor, senior partner in the firm of Deutsch Brothers, operating five retail furniture stores in New York City, and who also handles china and glassware quite extensively, sent a radio message to Mrs. Corson yesterday informing her of the gift.

In explaining his act Mr. Deutsch said that a feeling of admiration for the woman swimmer was responsible for it, as well as sympathy for her in her great struggle.

"It recalled to my mind my own struggles overcoming all kinds of adversity," he said.

Mr. Deutsch said that he had learned that Mrs. Corson lived in a small bungalow, and wished to furnish a new home for her.

Owens Bottle Calls Preferred Stock

Preferred stockholders of Owens Bottle Company are requested in a letter to turn in their preferred stock to the company for redemption at 115 and accrued dividends to October 1. This is not a formal call, but a suggestion to stockholders, in order to obtain necessary \$322,722 of preferred stock for redemption under the by-laws.

American Retailers Elect Directors

Directors elected at the recent meeting in St. Louis of the American Retailers' Association are: Frank R. Becker, vice president, Diers Brothers Company, Scotts Bluff, Neb.; A. A. Kuhne, Kuhne Brothers, Philadelphia, Miss.; Fred Van Allen, John D. Van Allen & Sons, Clinton, Ia.; W. R. Mars, Mars Brothers, Philadelphia, Miss.; Mose Newburger, Jasper, Ala.; Julius Becker, Becker Mercantile Company, Springerville, Ariz.; John C. Ziegler, Louisiana Central Lumber Company, Clarks, La.; Carl Breeder, Breeder Company, Inc., Bloomington, Ind.; and M. H. Forester, Forester Dry Goods Company, Ottawa, Kan.

Officers re-elected are: President, L. G. Boone, Boone & Sons, Elkton, Ky.; vice presidents, C. H. Burnett, C. P. Burnett & Sons Co., Eldorado, Ill.; J. D. Currethers, J. D. Currethers, Magnum, Okla.; R. T. Harville, E. H. Conner Mercantile Company, Troy, Mo.; W. L. Shelton, Covington Supply Company, Covington, Tenn., and John C. Ziegler, Louisiana Central Lumber Company, Larks, La., secretary-treasurer, Scott R. Dekins, St. Louis.

The Chelsea Pottery at New Cumberland, W. Va., which has been idle a year, was sold at receiver's sale recently to Kress and Dan Cronin, of the Standard Pottery Co., of East Liverpool, O., on a bid reported to be \$46,000.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Believe Special Sale Program for Glassware Has Reached Limit

THE fact that so many retail distributors of glassware have for a period of years laid especial stress upon special sales merchandise, has caused some flint glass manufacturers to about reach the conclusion that the "special" sale program has about reached its limit. During the last months there has been a constant inquiry in the glass market for special sales merchandise, in fact some manufacturers have been told that should a "price" be named volume business would be placed. Distributors, however, have pointed out that special sales are a matter of merchandising necessity, and that such sales are business producers, also that these sales will be continued as a matter of business. While it is admitted that the glassware sold at special sales is sold at a profit, the manufacturers have also requested a low factory price, and that the factory profit on such goods is very small. It is not denied that many buyers come into the market seeking regular merchandise, but these goods have been sought at a lower market than the manufacturer has listed the item. But, the buyer has put up his argument that the goods are wanted for the "special" sale and eventually the producer gives in and the business has been taken on at "a price." When the goods are placed on sale, then the department buyer across the street, who knows the glass market, begins to wonder and perhaps say to himself "how come?" Then the manufacturer has some explaining to do. Opinion prevails today that because of the general condition of the retail business, department stores reporting increased summer business, manufacturers can offer no excuse for allowing his production to go out on the open market at just slightly above cost, or at a reduction.

M. A. Smith Says Business Is Good

"We find the present condition of business very good, and it looks to us as though the balance of the fall will continue in the same way," suggested M. A. Smith, president of the McKee Glass Co., Jeannette, Pa., this week. Continuing he said: "There seems to be a general demand for all of our various lines, and the new items that we are producing are moving in good quantities." During the summer season this company rebuilt one day tank and one furnace, and also installed four new continuous lehrs. While the plant is not operating at peak capacity, yet Mr. Smith declared that "our operations are quite above the average."

Sixteen

Ohio Glass Products May Again Produce

A committee representing stockholders of the Ohio Glass Products Co., of Massillon, met at the rooms of the Chamber of Commerce there a few days ago for the purpose of discussing ways and means whereby the factory can again be placed in operation. This factory has been idle for many months, due it is said to insufficient working capital.

J. L. Hudson Co. Has Anniversary Sale

Glass salesmen traveling the Michigan territory have reported to home offices that anniversary sales are to be continued throughout September by the J. L. Hudson Co. of Detroit. The china, glassware and lamp department prepared in advance for this event, and a considerable amount of new merchandise was placed on sale when the event opened. During this sale, twenty tablets in bronze and referring to as many historical events in the history of Detroit were unveiled.

Store to Erect \$1,000,000 Addition

The M. O'Neil Co., operating the largest department store at Akron, O., and subsidiary of the May Department Stores Co., have announced completion of plans for the erection of an addition to this store at a cost of approximately \$1,000,000. This store features the largest china and glass department in any store in that part of Ohio.

Carl Sloan Reports Good Orders

"We are not receiving large orders, but the orders that are being filed are general and cover principally our full line of colored glassware," announced Carl D. Sloan, treasurer of the Jeannette Glass Co., Jeannette, Pa., today. The factory is engaged in the general production of both pressed and blown glassware. "In our line there has been a slowing up during the last two months," Mr. Sloan continued, "but from the number of orders received within the last week or 10 days, it would indicate that the outlook for early fall business, at least, is very good." Mr. Sloan declared that the mould shop at this factory is now engaged in work on new lines for the 1927 trade, and these items would not be placed on the market before late in December or during the January market season here. The factory at this time is operating on full production schedules.

Bottle Works to Again Produce

Announcement has been made that the former plant

the North Wheeling (W. Va.) Glass Bottle Co., which was purchased at receiver's sale a few days ago for \$22,000 by the Eastern Glass Co., of which Samuel Glickstein, president, is reported to be placed in operation within a month. Only nominal repairs are to be made by the new owners. The purchasers acquired title to all land of the old company, including eight buildings, two tanks, five hrs., and a full equipment of machinery.

Colored Glassware in Demand, Says Fee

"Colored glassware, both pressed and blown is in excellent demand," suggested J. Cecil Fee, general manager of the Central Glass Works, Wheeling, W. Va., this week. Two-tone stemware and footed tumblers are going bigger than heretofore, while high grade decorated ware of all descriptions is being readily sought by buyers and in every heavy volume. We are finding a general improvement in business conditions, and throughout the entire country there seems to be at this time a disposition on the part of the buyers to place their orders early. Our advance orders for holiday goods are being received daily, and all of the buyers are giving us instructions to ship these goods as early as possible." Two new lehrs have recently been installed in this plant in order that the production of stemware and tumblers can be increased. We're making every preparation to take care of the largest fall business in our history," Mr. Fee said in closing.

L. E. Smith Tank Repaired

Within a few days repairs will have been completed on a tank at the plant of the L. E. Smith Glass Co., Mt. Pleasant, Pa., which burst recently, and which contained 15 tons of molten glass. Fire followed the bursting of the tank, but this was extinguished before much damage was done to the factory building. As soon as possible workmen began making repairs, and the former factory production will again be maintained as soon as these repairs are finished.

Liberty Glass Co. to Increase Production

The Liberty Cut Glass Co., Egg Harbor, N. J., is installing additional equipment in its plant for the purpose of increasing its output. Oil burning equipment is to be attached to the new continuous tank at this factory.

Colored Glassware Is Popular

So far as immediate business is concerned flint glass manufacturers relate that new orders are running strong to colored glassware, and that the demand for this line of merchandise from all present indications will continue active until the close of the season. Orders for blown and stemware are increasing in number and also in volume, and prompt deliveries are being asked by the buyers.

(Continued on page 29)

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Eighth & Penn—Pittsburgh, Pa.

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New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
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Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Little Change in New Business for Dinnerware—Ivory Popular

WHILE there has been no active receipt of new business for fall and holiday deliveries, dinnerware manufacturers in this district say that demand for ivory ware continues to be most active. Speaking in a general way, there has been little if any change in the market conditions during the last week or ten days. All dinnerware plants in the East Liverpool district, with the exception of a nominal few are working on short schedules, while the larger factories are working practically full time. In fact the manufacturers are virtually combing the trade lanes for business, and many are seeking volume outlets. Syndicate stores are taking a large volume of the production of this district, and as new stores are being constantly added to these chains, the shipments of ware advances. Shipments of ware from this district to mail order houses is holding steady with the volume increasing as the season advances. More or less drop shipment business is also being received from some of these interests. Demand for dinnerware from the department store interests is more or less draggy just at this time, although the view is held that the trade will become more active in the market within the next few weeks. In fact, the department store will of necessity be compelled to place their fall and holiday dinnerware requirements soon if it is intended that reasonably prompt deliveries be made.

To Put Chelsea Plant in Readiness

Within a few days it is expected that work will begin placing the plant at New Cumberland, W. Va., formerly known as the Chelsea pottery, in readiness for operation under the management of Kress and Daniel Cronin of the Standard Pottery Co., East Liverpool. The plant was bid in at a receivers sale a fortnight ago for \$46,000. It is the intention of the purchasers to make a general line of dinnerware, similar to that featured at the Standard plant. It is not likely that the Chelsea plant will be on a production basis much before November.

Atlas Enlarges Warehouse

The Atlas China Co., Niles, O., has begun the task of enlarging its warehouse and packing departments. Changes also being made in the clay department will eventually result in a greater production, which it is reported by the company, is in urgent need. Until the changes in the clay department have been made, this part of the plant is idle. Throughout the year, this pottery has been operating on a full-time basis.

W. A. O'Grady In Pottery District

W. A. O'Grady, dinnerware buyer for the Quaker Oats Co., with headquarters in Chicago, Ill., spent the latter part of last week in this district. He was placing business for both immediate and future delivery.

Says Business Is "Only Fair"

According to C. U. Harris of the Paden City Pottery Co., Paden City, W. Va., the present condition of business is only fair. While Mr. Harris declares that the outlook for fall business is improving, the cheaper staple lines are in heaviest demand. At this time this factory is not adding any new items or decorating to its line.

Cleveland Pottery Co. Formed

With a capital stock of \$50,000 John Merkel with other associates have completed the formation of the Cleveland (O.) Pottery Co. An Ohio charter has been granted to the new interest, the incorporators being Karl K. Witthuhn, T. J. Kirschner, Henry Deeks and William C. Merkel. While the company has been given the right to enter the manufacturing of ceramic products, it is said their main business will be the merchandising of both china and service porcelain lines.

To Attend "Pete" Rinkins Affair

Invitations have been received in this district from "Pete" Rinkin, dinnerware buyer for the Boston Store, Chicago, Ill., to be his guest at his annual party which will be given at the Boston Store Recreation Camp at La Beulah, Wis., Sept. 10-12th inclusive. It has always followed that a number of salesmen from this district have attended this event.

Arbitration Committee Named

Following an agreement made during the Atlantic City wage conference recently, the United States Potters' Association has named a committee of three to meet with representatives of the National Brotherhood of Operative Potters for the purpose of adjusting disputes that arise from time to time in decorating departments. The manufacturers will be represented by John B. McDonald, of the Knowles, Taylor & Knowles Co.; Edward L. Carson, of the Homer Laughlin China Co., and Margaret Parker, of the Taylor, Smith & Taylor Co., Chester, W. Va. The joint committee will have referred to it questions having to do with the decorating departments in this immediate district.

C. E. Jackson Enthusiastic Over Business

"Every month of the current year, from January to July showed a monthly gain in business," declares C. E. Jackson, president of the Warwick China Co., Wheeling, W. Va., this week. "However, August of this year was not as good as August, 1925, from the standpoint of orders received." While Mr. Jackson has always shown himself to be an optimist about business, he went on to say: "Business is becoming increasingly more difficult to secure, and for this reason it is most difficult at this time to forecast the conditions for the balance of the year." Since Mr. Jackson has been associated with this factory it has been confined to the exclusive production of vitrified china, hotel banquet and dinnerware. Recently, however, there was added to the line a special set of small composition for home use which has been very popular with all classes of buyers.

W. J. Mackey Off for West

W. J. Mackey, sales manager for the Smith, Phillips China Co., after returning to the factory for a few days from an eastern business trip has left for Chicago, and the western territory. He is showing the entire line of this factory, which includes a new compartment serving plate that is to be had in a long and attractive series of decorations.

Homer Laughlin Sample Rooms Attract

For some years the handsome sample room of the Homer Laughlin China Co., Newell, W. Va., was always pointed out as one of the show places of this district. But, while this is still true, the new No. 6 plant of this company is now getting a coast to coast reputation, and hundreds of tourists have visited this most modern of dinnerware plants this season. The company within the last few months has had the pleasure of showing numerous people from many states through this new factory, these folks traveling either east to west or west to east over the Lincoln Highway which passes through East Liverpool. This creates a great deal of interest among the tourists and results in widespread publicity not only for the Homer Laughlin China Co., but the East Liverpool district as well.

Predicts Good Fall Trade

"We are finding present business to be fairly good, and it is our belief that the fall trade will be excellent," said F. J. Grant, vice president of the S. A. Weller Co., Zanesville, O., this week. "Some regions are very quiet, but other parts of the country are better than they have been for several years. Utility lines seem to be in heavier demand just now, and it is a little early for Christmas buying on art pottery lines." The Weller Company is not at this time putting out any new items, and have not since their new mid-summer or July line was issued. In order to increase the production of this plant, the company re-

(Continued on page 29)

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ASSURES

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USERS of this high quality spar are protected in their requirements by this fine deposit which is adequate to meet the demand for years.

Minpro Spar is selected by leading pottery makers for its unusual excellence and the fact that it is of dependable quality.

Your requirements are met in every particular by Minpro Spar—ground to 140 and 200 mesh.



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MINERALS, OXIDES
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ROESSLER & HASSLACHER CHEMICAL CO.

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11 in. BOWL

No. 8123 PUNCH SET

1 1/3 dz. to Barrel

CRYSTAL

A \$1.50 to \$1.75
retail item, east of
Mississippi River.



Bowls (3 1/2 dz. package) ; Bowls
and Feet (2 dz.), or Cups (30
dz.), may be purchased sep-
arately in any quantity.

**IRIDESCENT**

A \$1.75 to \$2.00
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Attractive in design and fin-
ish, this meets the need for
a Punch Set at a moderate
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UNITED STATES GLASS COMPANY

PITTSBURGH, PA.

15 Sales Offices — AND PRINCIPAL CITIES — Conveniently Located

*New Designs in Shapes and Patterns Now on View***JOHN DAVISON**

INCORPORATED

14 Barclay Street**New York***Sole Agents for***THE COALPORT CHINA CO., Ltd.**

Highest Grade of English China

F. WINKLE & CO., Ltd.

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*All Makers in the Front Rank of English Productions**Handsome Line of***LAMPS***with Silk and Parchment Shades*

Looking Over New York's Showrooms

New Offerings Make Metropolitan Displays Unusually Worth While

Interesting Decorated Glass from Susquehanna Factory

T. W. Hamilton, 139 Fifth Ave., who represents the Susquehanna Cut Glass Co., Columbia, Pa., in the New York market, is showing a diversified line of samples from this factory that few buyers can afford to pass by. The Susquehanna Co., who have but comparatively recently gone into the manufacture of colored and decorated glass, realize the trade's demands for new and snappy items and they have certainly succeeded in putting on the market a line that is steadily gaining in favor. In a new light cut pattern Mr. Hamilton is showing a large assortment of articles in bowls, plates, candlesticks, center pieces, candy jars, console sets, etc. The decoration is a wreath design on an amber or green background. One striking decorative arrangement is a broad colored band border in black, blue or dark green used in conjunction with a 22 carat hammered gold over treatment. The simplicity of it makes it one of the prettiest offerings in the display. Another showing that stands out among the various samples is a full line of hand painted pieces on the order of a Czecho Slovak decoration. This shows a rather daring floral design in brilliant reds and blues with a yellow center and bright green leaf sprays. A thin blue line stripe around the edge of the pieces completes the decoration. Still further is a very lovely assortment of pieces in Baby Blue as a background for a light cut floral spray.

N. Straus & Sons Open Greatly Enlarged Hotel Department

Having completed extensive alterations to their third floor preparatory to the installation of their greatly enlarged hotel supply department there, N. Straus & Sons, Inc., 119 Fifth Ave., now have everything in readiness for the reception of the trade.

The attractive and yet simple style in which the firm have arranged the floor make it such that the word "welcome" readily describes it. The color scheme is a medium shade of tan which, with the white ceiling, gives it a most spic and span look and a nice sense of roominess. In the arrangement of the department, stepping from the elevator, the first to attract the attention is the fine display of hotel furniture. Looking down the room on the right hand side are the lines of glassware, kitchen ware, and general hotel equipment, all of which are displayed in wall cabinets. Down the center of the room more items of the same character are to be viewed on display tables. On the left hand side of the room the same idea of wall cabinets is utilized for the showing of silverware, while in the rear another large assortment of kitchenware is shown. The left hand rear end of the floor has been given over to attractive and comfortable office space for the exclusive use of this department.

Besides the general show room the firm has also re-

decorated the executive offices which are housed on the same floor on the Fifth Avenue side of the building. Especially attractive is the private office of Senator Straus, head of the concern. The decorative scheme of this has been carried out in a silver gray, as a background for the handsome furnishings.

A new departure of this progressive firm worthy of note is that, in the very near future, they plan to establish a new factory at 546 West 22nd St., to manufacture kitchen equipment.

James P. Gordon Displays Lines

James P. Gordon has for the past week had an interesting display in Room 363 of the Hotel McAlpin. Complete lines from the factories of Knowles, Taylor & Knowles, East Liverpool, O., Sterling Glass Co., Cincinnati, O., Utility Glass Works, Lonaconing, Md., New Martinsville Glass Mfg. Co., New Martinsville, W. Va., and the imported lines of the Rosenthal China Corp., New York were shown. Outstanding in the display were the Florentine and De Luxe lines of the Sterling Glass Co. The Florentine, which embraces a color combination of beautiful shades blue and amber with an artistic fancy design in crystal employed between these two colors to avoid their clashing, was most pleasing. This was shown in light cut and engraved bowls, dresser sets, salad sets, compotes, etc. The cutting employs an eight petal floral and spray design. The De Luxe which was a combination green and peach coloring with the crystal utilized in the same manner as on the Florentine, was to be had in the same items and cuttings. A comprehensive display of the well-known Rosenthal service plates was shown in many charming, rich treatments. In dinnerware sets from this factory there was also many interesting decorative arrangements in design and coloring. The New Martinsville and Knowles, Taylor & Knowles displays showed a complete assortment of the wares from these two popular and well-known factories.

Rose Pink Glass and Other Items Attract Attention at U. S. Glass Salesroom

At the display rooms of the United States Glass Co., 1107 Broadway, the trade may see several new sample assortments which have just been received from their factory. A big variety of table ware items, in cake plates, console bowls, candlesticks, vases, etc., are being shown in their new Rose Pink color and may be had in either plain or satin finish. Another novel item which is destined to bring big sales is a new sugar shaker. This made entirely of glass, is a patented article. Its chief feature is a removable glass cap which screws on and of course is impossible to corrode. The shaker stands about 7 inches high and holds a large quantity of sugar. The article can be had in either green or crystal.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Windy City to Shelter Largest Housefurnishing Exhibit Ever Held

THE crockery, glass, lamps, housefurnishings and allied trades displayed keen interest in the advance announcement of the greatest Housefurnishings Exhibit ever to be held, which was made here early this week. This Housefurnishings Exhibit is to be held from January 31 to February 5, 1927, at the Hotel Sherman. Headquarters have been established at 312 So. Clark Street, with D. E. Crum as Exhibit Manager. Mr. Crum was formerly connected with the Glass, Pottery, Lamps and Housefurnishings Association and has managed several successful Exhibits in the past. The merchandise to be featured at the Chicago Housefurnishings Show will include a complete and representative line of everything found in the housefurnishings departments of department stores. Many new features will be introduced for visiting buyers and from the interest already displayed by the trade, a large attendance is anticipated.

Among the new things being shown by the importing division of W. C. Owen, Inc., is an attractive Italian Tea Set, consisting of eight plates, eight cups and saucers, teapot, cream and sugar, in an artistic shape in soft buff colored pottery daintily decorated with flowers of blending colors and edged with a line of dull green. The set is priced at an astounding reasonable figure. This company is also showing Italian majolica ware in unique shapes and designs. These range in price from \$4.50 to \$25 each.

The Davis Co. will open a modern Housewares department at 340 So. Wabash Ave., with convenient ground floor entrance through to State St., upon completion of alterations now in progress in this building.

Kelly & Reasner, factory representatives, are now showing the new rose-pink color of the McKee Glass Co., Jeanette, Pa. This new color is being made in candy jars, and boxes, cheese and crackers, salad plates, candlesticks, etc., at popular prices.

A. W. Burger, of the Burger Mfg. Co., Buffalo, N. Y., visited his Chicago representatives, Tinker Bros., last week, who recently took the local representation of the Burger line of novelty ash trays and stands, casserole frames, jardineres, etc.

The Chicago display rooms of the United States Glass Co. were painted and decorated during the past week.

Mr. Fisher, head of Fisher & Co., Deadwood, So. Dakota, was a visitor in this market the latter part of last week.

Dooner & Logan, local factory representatives, are exhibiting a new line of Normandy Pottery imported by the Continental Novelty Co. Included in the line are handled vases, wall pockets, fern vases, ash trays, mustard jars, trinket boxes, ink wells, powder boxes and a popular squat shaped vase. The designs are quaint French pastoral scenes or raised fruit motifs in a rich cinnamon brown on a background of cream white.

George F. Turner, local factory representative, left last week for a trip to Duluth and St. Paul. He will return to Chicago September 13 and after spending a few days here will leave for Milwaukee, Wis.

F. B. Tinker, of Tinker Bros., is spending his vacation

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EARL W. NEWTON AND ASSOCIATES
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Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

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This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

at his home town, Maquoketa, O., this week, attending the annual home coming of the town.

A. W. Hertzka, crockery and glass retailer of Spokane, Wash., was among visitors in the local market during the latter part of last week.

Among the new glassware being shown at the display room of Mrs. E. D. Leavitt in the Shops Building, is the Rosemary glass, a delicate transparent peach color in bowls, vases, candy boxes and sugar and creamers. This new glass is popularly priced and has already met with the approval of those who have seen it.

D. C. Sloane, of the Potomac Glass Co., Cumberland, Md., called on the local trade last week.

The Davis Co.'s August Furniture Sale ended on Tuesday of last week. This store now has a Sale of Dinnerware in progress, offering among the numerous special values at 35-piece imported china dinner set at \$7.95.

M. A. Hanse, general manager of the Lotus Glass Co., Barnesville, O., recently visited his Chicago representatives, Tinker Bros. The Lotus Glass Co. is showing many items in gold encrusted tableware and stemware.

Chicago stores inaugurated the regular Fall and Winter schedule of hours on Saturday, September 4. This was the first full day Saturday business done in Chicago stores since July.

Urges Insurance on Installments

To make installment selling safer, H. E. Gilbert, of the Ohio Buick Company, of Cleveland, O., suggests the creation of reserve funds of insurance to meet any unusual hazard.

Mr. Gilbert says that in installment selling first, the recognized rules of handling credits must be observed; second, that reserves or insurance should be employed to safeguard risks; and third that the value of the article at any time during an installment transaction should never be less than the payments that are due for, as Mr. Gilbert says, "no one of us enjoys paying for a 'dead horse.'"

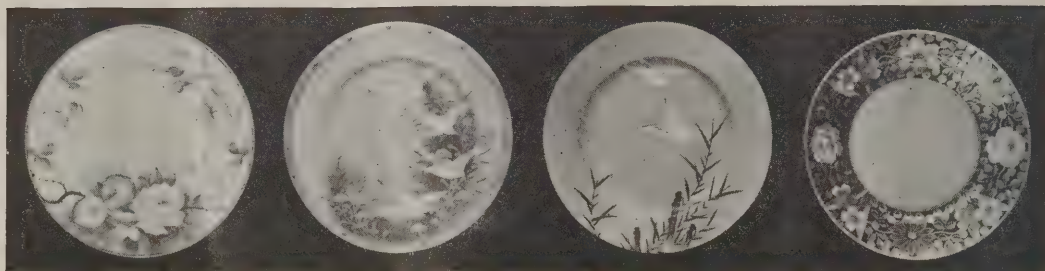
Mr. Gilbert says that installment selling experience to date has been infinitely better than the average of other credits.

"A proper time payment plan," Mr. Gilbert says in part, "used in connection with the sale of merchandise to which it properly applies, based upon sound credits, has a

proper place in the field of commercial activities today. There are certain fundamental laws which must be applied to make it successful, the transgression of which will lead to disaster."

In discussing the need of reserves to meet conversion or the selling of merchandise by the buyer and the failure to make the remaining payments, Mr. Gilbert says, "conversion is one of the additional hazards which one of the industries which is a large user of time payment sales has to contend with; but conversion can be practically eliminated by a selection of risk or by getting additional signers on the transaction—not primarily for the purpose of making a third party pay for merchandise which the principal absconds with, but for the very practical reason of having a third party interested in helping find the principal and obtain the return of the merchandise or the payment for it."

HAND DECORATED CHINAWARE FOR HOLIDAY GIFTS



Combinations of luster colors and flashy decorations on our Tea Services, Condiment Sets and individual pieces will tone up your display and bring abundant profits. Also general line of Japanese novelties.

Catalogue on request

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No. 1211-12 in. Bell Bowl

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Grapeville, Pa.

Manufacturers of
**High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use**

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NEW YORK H. C. Gray Co., 200 Fifth Avenue	PHILADELPHIA Fred Stott, 1007 Filbert Street
BOSTON H. P. & H. F. Hunt, 41 Pearl Street	SAN FRANCISCO Himmelstern Bros., 718 Mission Street
Traveling Representatives R. B. Reineck, 1422 E. Marquette Road CHICAGO	LOS ANGELES Himmelstern Bros., 643 S. Olive St.
R. A. Keel, 4039 Lincoln Avenue CHICAGO	SEATTLE, WASH. Himmelstern Bros., Terminal Sales Bldg.

What the New York Market is Offering

Many Excellent Items Being Offered for Fall Sales by Metropolitan Stores

By BEATRICE MILLER WISNER

HERE is an ever growing fancy for wrought iron lamps and occasional furniture, and the popularity of these utilities is demonstrated by the fine showing of metal lamps, tables, stands, and other useful objects in attractive window displays in the New York shops. The metropolitan market is the mecca for anything new, and novelty lamps and furniture have evidently come to stay for some time. Old period motifs and designs, together with the revival of Italian renaissance, mark the prominent features of the newest lamps and furniture of metal construction. The beautiful parchment shades in harmony with the lamp bases, add beauty and value to the unit. Some of the settees are upholstered in rich velvets which gives a royal touch to these attractive seats for foyer or occasional nooks or corners. Torchiers are also prominently displayed in most of the windows, where rooms furnished in antique style predominate.

Several extraordinary windows, displayed by John Wanamaker, feature highly and artistic novelty effects. At the rear of some of the windows, there are huge panels done in bright blues, and one window where dinnerware is featured, there are immense wooden plaques representing pitchers, plates and tea pots, done in colors to agree with the sets in the foreground of the window standing at the rear of the window. These unusual display plaques are something out of the ordinary in scenic decoration, and are a unresistable magnet for the passerby. Many windows of which there are a score, show exquisitely furnished rooms, in period and modern styles. Lamps play an important part in the decorative atmosphere of the rooms, and no less than seven or more are shown. These numbers are not inconsistent with the furnishing of the rooms where the beautiful colors of the shades are in harmony with the interior fittings. These windows are novel in showing artistic dressing featuring china, glass, pottery and lamps in a most alluring arrangement with original and attractive scenic effects in the development of the backgrounds.

Ovington, "The Gift House of Fifth Avenue," makes a fine window display of metal furniture, lamps, and torchiers where these beautiful articles are tastefully arranged with handsome mirrors at the back of the windows reflecting the beauty of these pieces. Blue pottery gives a rich tone to the foreground and upholstered red velvet metal furniture adds charm to the assemblage. Metal occasional furniture gives to the home a new attraction in substantial utilities, which can also be a part of the porch, out-of-door living room or sun parlor.

Stern Bros. September sale of china, glassware and lamps offers a number of marvelously low prices in din-

ner sets, stemware and lamps. One hundred piece Nippon dinner service, priced at \$29.50, beautifully clear white china, with colored conventional border and ivory band, gold line edge and matt gold handles is an interesting set at popular price. One fine set from France, of 100 pieces, open stock priced at \$67.50, a rich colorful conventional border with matt gold handles and knobs, the border is in sprays of roses with a blue scroll design edged in blue. Still another French set shown, is a lovely Limoges set at \$39.50, in a rich colorful border design with gold line edge and matt gold handles, with a garland of roses and blue in the border. These comprise some of the fine dinnerware on sale during September special sale. Rich gold encrusted crystal ware with etched design, sparkling crystal with exquisite etchings and gold encrusted border of lead blown glass in optic effect in rambler rose design, priced at 79 cents each, are fine examples of lovely glassware shown at this attractive sale. The host of lamps displayed in new modeling, with lovely colored silk shades, in junior and bridge styles, priced at \$19.50 and \$14.50, with the addition of English "Bretby" pottery table lamps and shade at \$16.50, in all the newest colors, would tempt any visitor to the lamp department on the fourth floor.

Gimbel Bros. begin their big September sale, in the china and glass department, which includes beautiful dinner sets, and fine glassware at reduction prices. American porcelain, 100 piece dinner set at \$14.95 in ivory body with sprays of yellow roses and black foliage; blue willow popular English grill plates at 75 cents each; tea and toast sets, combination, imported porcelain at 95 cents each; imported gold encrusted service plates at \$2.95; American porcelain dinner sets at \$27.50, new fancy shape, in colorful border decorations; tea sets at \$7.50, porcelain waffle sets at \$5.75 of 24 pieces, hand decorated in floral designs; imported grill plates at 95 cents each; luncheon sets at \$4.95; stemware the popular Golden glassware, in graceful thin blown amber in all the newest shapes are among the outstanding values of china and glassware. Bakers, tea pots, tumblers and cereal sets, with wrought iron fern stands priced at 95 cents, comprise some of the extraordinary values at the Gimbel china and glass sale, which is commanding notice from metropolitan and cosmopolitan visitors.

Unusually beautiful lamps are being displayed by R. H. Macy & Co., in attractive period style. These bridge lamps with 10 inch shade are priced at the modest figure, \$8.94. The lamps have a polished steel finish, and the shades are of cheerful design and colors. Other lamp groups are priced at \$9.94 with a 12 inch shade.

For Fashionable Loveliness—the CHOCOLATE SET

Not only will you be "proud as a peacock" to display this set on your shelves, but you will pat yourself on the back for securing a remarkable selling number. Its grace and charm are due to the shape the superb decoration and colors.



WINTERLING makes this splendid ware in his Bavarian potteries. We know it is so high in value and low in price that it is good all year 'round.

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INCORPORATED 1903

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President

Dept. Store Sales Bigger In July

Sales at retail stores reporting to the Federal Reserve system were seasonally smaller in July than in June. In July retail trade generally declines, to the smallest volume for any month of the year, but this year the decline was less than usual, and sales were considerably larger than a year ago. Sales of department stores were 4 per cent larger than in July of last year, those of mail order houses 12 per cent larger, and those of all reporting chain stores were also larger. For the seven months ending in July, department store sales were 4 per cent larger than in the corresponding period of 1925.

Department store sales were larger than in July of last year in all sections of the country, but the most substantial increases were in the New York, Minneapolis, Dallas, and San Francisco Federal Reserve districts. Statistics reported from forty-five separate departments by stores in seven Federal Reserve districts indicate that sales were larger at twenty-eight and smaller at seventeen departments. The most substantial increases in sales were in departments carrying women's dresses, ready-to-wear, women's and children's hosiery, and negligees, aprons, and house dresses. Decreases from last year were largest at departments selling cotton and woolen dress goods, laces, trimmings, and embroidery, neck wear and veilings, art goods, women's suits, luggage, and musical instruments and radios.

Stocks of merchandise carried by department stores

were further reduced in July, and at the end of the month they were in about the same volume as a year ago. In the Boston, Philadelphia, Cleveland, Minneapolis and Dallas Federal Reserve districts, stocks were smaller than a year ago, but in all other districts except San Francisco, they were slightly larger. Reports from forty-five separate departments indicate that stocks carried by thirty-three departments were smaller than a year ago and those of twelve departments were larger. The largest reductions, amounting to more than 10 per cent were in departments selling dress goods, ribbons, women's suits, skirts, waists, and blouses, millinery and gloves. Inventories of leather goods, toilet articles, furs, and house furnishings showed the largest increases.

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"THE OREGON"

from

MYOTT, SON & CO.

Here is a pattern that we endorse to the nation. We think so well of it that we are carrying it in stock crates. It shows fruit clusters, modernly done in tones of red, orange, green and blue. Green lines give a finishing touch. It comes in the new 12-sided TRAFALGAR shape on the beautiful Myott ivory body.

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EDITOR'S NOTE

As an added feature for our readers the Crockery and Glass Journal will publish weekly, a list of crockery and glass imports arriving in New York and the firms receiving same.

New York Imports for Week Ending September 8

September 1

S. S. Conte Biacamano from Naples Italy

B. Altman & Co., 21 cases glassware
International Forwarding Co., 2 cases glassware
Italian Discount & Trust Co., 1 case glassware
Shelden, G. W. & Co., 1 case chinaware
D. C. Andrews Inc., 3 cases earthenware
Andrews, D. C. & Co., 4 cases chinaware
A. B. Gunthel, 83 cases glassware
Levy Bros., China Co., 8 cases crockery
Rehberger & Saul, 4 cases crockery
Gimbel Bros., 4 cases crockery
New York Merchandise Co., 449 cases toys, crockery
Ovington Bros., 6 cases glassware, 4 cases earthenware
Stern Bros., 6 cases earthenware and bronzeware
Herbert & Neuwirth, 18 cases earthenware
Atlantic Forwarding Co., 7 cases earthenware
W. J. Byrnes & Co., 1 barrel earthenware
Samstag & Hilder Bros., 8 cases glassware
Salz Bros., 6 cases earthenware
Metropolitan Pottery Co., 42 crates crockery
Levy Bros. China Co., 50 cases crockery
Lazarus & Lowenberg, 73 crates crockery
Field, B. H. Co., 40 cases crockery
Stone & Downer, 28 cases crockery
G. Borgfeldt & Co., 167 cases toys

S. S. Ambridge from Rotterdam, Holland

Schenkers, Inc., 10 cases earthenware

S. S. Westphalia from Hamburg, Germany

American Shipping Co., 61 cases earthenware
Chatham & Phoenix National Bank, 62 cases earthenware
A. Harrison & Co., 5 cases glassware
Guthman, Salomon & Co., 2 cases crockery
F. Bing & Co., 2 cases earthenware
Samstag & Hilder Bros., 70 cases glassware
Hempstead, O. G. & Son, 1 case china and earthenware
J. W. Levy Corp., 2 cases glassware, 1 case crockery
Koscherak Bros., 8 cases crockery
Primax Glass Co., 18 cases hollow glass
Skinner Hill Co., 3 cases hollow glass
S. Stern & Co., 10 cases glassware
Mohawk Novelty Co., 1 case crockery
Abraham & Straus, 24 cases toys, glassware, etc.
Raphael Weill & Co., 1 case glassware
R & G. Import Co., 15 cases crockery glassware
C. R. Spence & Co., 10 cases toys, crockery, etc.
Straus, N. & Sons, 49 cases crockery, glassware
Wolf, L. & Co., 4 cases crockery, 1 case toys
Noe, W. R. & Sons, 272 cases glassware
J. A. Hearn & Sons, 10 cases crockery
Bernier A. V. Corp., 3 cases china goods
G. W. Sheldon & Co., 36 cases glassware

S. S. Westphalia—Hamburg, Germany

Goodman & Dessauer, 1 case glassware, 1 case earthenware
D. F. Young, 39 cases hollow glass, 2 cases glassware
Eimer & Amend, 1 case earthenware
Gallagher & Ascher, 38 cases earthenware
Bank of United States, 96 cases crockery glassware
P. A. Straub & Co., 2 cases china and earthenware
Macy, R. H. & Co., 73 cases toys, crockery, etc.
Herber & Beuwirth Co., 42 cases crockery, glassware, etc.

September 3

S. S. Homeric from Southampton, England

Tice & Lynch, 2 cases glassware
Corbett, M. J. & Co., 2 cases glassware
Globe Shipping Co., 1 case glassware
A. W. Fenton & Co., 5 cases porcelain

S. S. France from Havre, France

American Express Co., 1 case earthenware
Inwald J. Class Co., 6 cases glassware
Murphy A. & Co., 2 cases crockery
Hudson Forwarding & Shipping Co., 2 cases china
International Forwarding Co., 3 cases glassware

September 4

S. S. Esequibo from Valparaiso, Chile

Cameron, F., 1 barrel earthenware

S. S. Cerca from Naples, Italy

Hudson Forwarding & Shipping Co., 26 cases earthenware
G. W. Shelden & Co., 8 cases earthenware
Granata G. & Co., 9 cases earthenware
Borgfeldt G. & Co., 14 cases alabaster works
Straus N. & Sons, Inc., 9 cases earthenware
American Express Co., 17 packages earthenware

S. S. Laura C from Naples, Italy

American Express Co., 12 cases glassware
Hudson Freight & Forwarding Co., 2 cases glassware

September 7

S. S. President Roosevelt from Bremerhaven, Germany**S. S. Chicago from Bordeaux, France**

Manplower, 1 case china

S. S. Mauretania from Southampton, England

Cunard S. S. Co., 1 case glassware
French American Glass Co., 2 cases glassware
Pitcairn, W. S. Corp., 1 box earthenware

S. S. Reliance from Hamburg, Germany

J. C. Robold & Co., 4 cases porcelain
Hensel, Bruckman & Lohacker, 1 case crockery
Senker Sons, 2 cases crockery
Madico Corp., 1 case glassware
Happel & McAvey, 14 packages glassware
Sommer E. L. & Co., 12 cases toys and crockery
Bernard J. E. & Co., 13 cases glassware, crockery, etc.
First National Bank of Boston, 2 cases glassware
Cohn & Rosenberger, 4 cases glassware
Stern, T. L. & Co., 3 cases glassware
Walce & Bad Co., 1 case glassware
Lisner & Co., 2 cases glassware
Yokel, W. S., Inc., 4 cases glassware
Robinson, H. W. & Co., 13 cases glassware
Belgian Trading Co., 6 cases glassware
Tice & Lynch, 277 cases hollow glass
Levy, J. W. Corp., 4 cases crockery
J. Wanamaker, 4 cases leatherware
P. S. Straub & Co., 4 cases china and glassware
Andrews, D. C. & Co., 32 cases crockery, glassware, etc.
Lippmann, Spier & Hahn, 4 cases earthenware
Sellers, C. W., 3 cases decalcomanias
Koscherak Bros., 2 cases crockery
Wolf, L. & Co., 2 cases crockery
Straus, N. & Sons, 3 cases crockery and glassware
Goldman, H. A., Inc., 9 cases crockery
Samstag & Hilder Bros., 27 cases glassware, toys, etc.

S. S. San Francisco Maru from Genoa, Italy

Tidewater Oil Co.
Tice & Lynch, 1 crate earthenware
National City Bank, 46 cases crockery
Sheldon, G. W. & Co., 18 packages crockery, etc.
Straus, N. & Sons, 5 cases earthenware

From Naples, Italy

Arace Bros., Inc., 4 cases earthenware
Kupper B. C., Inc., 24 cases earthenware
Thurnauer, G. M. & Co., 27 cases crockery

September 8

S. S. Republic from Bremen, Germany

Rutter, K., Inc., 26 cases crockery

S. S. Breedyk from Rotterdam, Holland

Borgfeldt, G. & Co., 154 cases toys, earthenware
Strauss, Eckhardt Co., Inc., 51 cases crockery and toys
Torlotting E., 6 cases earthenware
Funch, Edye & Co., 15 crates earthenware
Sellers, C. W., 5 cases decalcomanias

S. S. Stuttgart from Bremen, Germany

Borgfeldt, G. & Co., 90 cases toys, crockery and rubber ware
Willenborg, C. & Co., 1 case glassware
Bamberger, L. & Co., 3 cases earthenware

JOUBERT

Words become luminous when the poet's finger touches them with its phosphorus.

Children need models more than critics.

Glass News

(Continued from page 17)

Decorated Stemware in Demand

With the approach of the fall season, the demand for gold coin decorated and etched blown and stemware is showing a decided increase. The jewelry trade is showing some activity in the market just at this time on this line, although department stores are also placing orders for the general line for October delivery. Staples are in reasonable request, while the hotel and restaurant line is also in rather steady movement.

Fenton Art Glass Co. Installs Tank

A new tank has been installed at the plant of the Fenton Art Glass Co., Williamstown, W. Va. This addition to the factory will add materially to the output of this section of the factory.

Pottery News

(Continued from page 19)

cently placed its new tunnel kiln in operation. Plans are now being made for a new line which will be featured during the January buying season, but these items will not be placed in the line before late next December.

Arnstein Department Store Sold

Pottery salesmen covering the southern territory have advised home offices of the sale of the business of M. B. Arnstein & Co., department store at Knoxville, Tenn., to the Leonard, Fitzpatrick & Mueller Stores Co., Inc., New York. The deal is said to have involved \$1,000,000 and includes not only the business but the lease on the building. The Knoxville store was founded 35 years ago, and the new interests will assume control Sept. 15, it is reported.

To Show New Decorations

While few if any new dinner shapes will be featured next January by pottery manufacturers in this district, every plant will show a number of new decorations on the shapes that have already been standardized. Many of these new patterns have been selected, and samples put through the kilns, while other new patterns are being offered the trade by supply houses almost daily. There were 21 new dinner shapes placed on the market last January, and instead of plain shapes being offered, the majority were of the "non-skid" order, as they were called at the time, this having especial reference to the fluted shapes that were added to the different lines, both in white and ivory body. A majority of the new designs being shown are in pronounced colors. This class of decoration seeming to be what the consumer is demanding. Softer tones are to be shown in some of the patterns that have been selected and listed for 1927 delivery.

Toy Buyers Make Final Purchases

Only one hundred and six days before Christmas!

Among toy buyers these are last-chance days. August sees the last rush. If they don't do their buying now, they won't do their selling later. Therefore, New York's toy market, the center of the world's toy industry today, is having a bit of a rush.

The real boom days of the toy market come in February, when the Toy Fair is held. That's when most of the buying is done—ten months before Christmas. The August spurt is inspired by second thought. By that time jobbers and retailers can tell whether prosperity is likely to extend to the holiday period. In that case they may want to add to their orders. And if they don't make additions now, their chances of getting them filled are small.

It isn't a question of the designers lying awake at nights to think of something new to present to a young world. The number of actually new ideas in toys is few from year to year.

"It's largely a process of evolution," says H. D. Clark, secretary of the Toy Fair Chamber of Commerce. "Old ideas are improved upon from year to year. For instance, toy trains once were just iron affairs that a boy dragged around with a piece of string. Then came those that wound up and worked by clockwork. Then came electric trains that will do almost anything a regular train will do—within certain limitations, of course. The same evolution was true of the toy automobile.

"There are still hundreds of amateur inventors of toys. Scarcely a day passes but what one or two come into our office. But they rarely have anything that can be used in the toy industry. Most of their affairs are impractical. It would cost too much money to make them.

"One man came in the other day with a baseball game he had worked out. It was marvelous. The batters hit the ball and the runners automatically started to run. The fielders even galloped after the ball. But it couldn't have been sold for less than \$100 retail, and that's rather expensive for a toy baseball game.

"Nearly all of the toys of today are improvements on the toys of yesterday. Some are of such marked improvement that they are not recognized as old toys. They are made by designers employed regularly by toy firms. And they are put on the wholesale market early."

Pick Sharwood Staff

The management of the new Sharwood Department Stores, which opened at Fargo, N. D., recently, announces the following appointments to the buying and management staff: Paul Griffith, Grand Forks, N. D., assistant manager; E. G. Olson, Moorhead, Minn., manager of the men's furnishings department; Thomas Dunham, Fargo, in charge of men's clothing; Mrs. Fred Rasmussen, women's ready-to-wear department; Mrs. I. Barney, in charge of hosiery; Miss H. Gullickson, women's silk underwear; Charles Bristol, shoes; Miss Helen Kummitt, cashier, and Miss Doris Cameron, millinery department.

W A N T E D

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SALESMEN WANTED

SALESMEN to carry a line of lighting novelties. All territory open. Box 571, CROCKERY AND GLASS JOURNAL.

Coal Executives Given Right to Make Peace

The convention of coal miners held in London, England, last Thursday, granted its national executive officers full power to settle the coal strike. The officers were granted a free hand on the question of wages and hours and may submit any proposal they consider just, provided the agreement is nation-wide.

This power was asked by the executive officers and the conference of delegates, after a long session, voted by a large majority, 557,000 votes against 225,000, to grant the executives such power.

The union chiefs will seek to arrange without delay a conference with Government officials that negotiations may be reopened with the mine owners.

PETER POTTER



Peter Potter Says: Etz funny how conspicuous a new hat makes a feller feel.

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New York

Buyers in New York

SEPTEMBER 2, 1926

C. H. Hurlburt, china glass lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Avenue.

W. B. Shockley, china, house furnishing goods and toys, J. B. Ivey Co., Charlotte, N. C. 128 West 31st St., 7 floor.

T. Faber, lamps and rugs, C. A. Kaufman Co., Ltd., New Orleans, La., 11 East 26th St.

E. F. Ochs, house furnishing goods, Miller, Rhoads & Swartz, Inc., Norfolk, Va. 432 Fourth Ave.

F. N. Nye, china and glassware, Auerbach Co., Salt Lake City, Utah, 333 Seventh Avenue.

SEPTEMBER 3, 1926

Mr. Moreland, china and house furnishing goods, Mendel & Harris, Inc., New Haven, Conn., 115 W. 30th St., 11th floor.

SEPTEMBER 4, 1926

Mr. M. Keister, house furnishing goods, Stewart & Co., Baltimore, Md., 17 East 39th St.

W. J. Lyons, house furnishing goods and toys, New Bedford, Mass., 315 Fourth Ave.

SEPTEMBER 7, 1926

R. E. Evans, glassware china house furnishings, J. N. Adam & Co., 17 East 39th St. (Associated D. G. Corp.)

SEPTEMBER 8, 1926

J. N. Adams & Co., Buffalo, N. Y.

R. E. Evans, china, glassware, house furnishings, 17 E. 39th St. (Associated Dry Goods).

I. J. Gale, house furnishings china, Sanger Bros., Waco, Texas, 455 Seventh Ave.

E. D. Garrison, lamps, chinaware, earthenware, Sanger Bros., Dallas, Texas, 455 Seventh Ave.

Miss M. S. Aufderheide, china, housefurnishing goods, J. Shillito Co., Cincinnati Ohio, 432 Fourth Ave.

Mrs. Mueller, art goods and gift novelties, Sanger Bros., Dallas, Texas, 455 Seventh Ave.

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The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

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COPELAND & THOMPSON, Inc., 206 Fifth Ave.
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JOHN DAVISON, Inc., 14 Barclay St.
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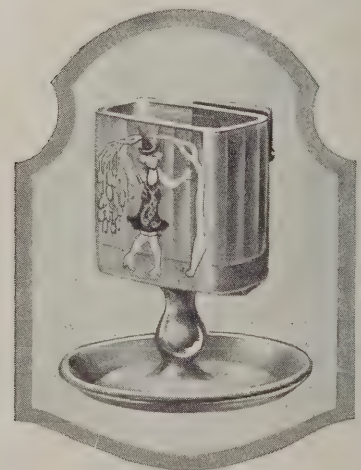
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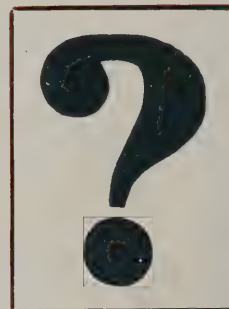


Vol. 103, No. 11

SEPT. 16, 1926



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SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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Vol. 103

September 16, 1926

No. 11

AS THE EDITOR SEES IT

The Friends of A Store

We hear a lot these days about "customers" and "patrons" and the "purchasing public," about the "average sale" and the "average profit," but comparatively little attention is paid to the one point that makes a store successful—its "friends," says an item in the *Retail Ledger*.

After all, why does any person trade regularly at a certain store?

It isn't a question of "quality," for no single store has a copyright on this, any more than they have on "service." In every community there are a number of stores which are about on a par so far as quality of merchandise and service rendered is concerned. So neither of these can be said to account for regular patronage.

The fact that one store handles lines which cannot be found at another enters into the equation less and less all the time, since manufacturers are rapidly approaching the unanimous conclusion that exclusive agencies are far from being as profitable as widespread distribution.

"Convenience," of course, plays a large part in the popularity of a certain store with its regular patrons, but, in the last analysis, doesn't it come down to a question of "friendship," to a matter of actually liking the store and its methods, of returning there time after time just as one returns to the house of a friend?

But, it may be asked, how is a store to know whether its patrons are friendly or not, when customers can hardly be expected to enter formal complaints except in matters of major importance? The answer is easy—ask them. Do as the merchants of Janesville, Wis., did and put the question right up to them. It isn't necessary to ask the whole city, as was done in this instance. Send letters to a few hundred charge customers, asking their opinion of different store policies, whether the advertising appeals to them, whether they have found salespeople courteous and the like, and the answers may be surprising. At any rate, they will be frank and this very frankness will form the best possible foundation for improvements which will result in a considerable extension of the store's circle of friends and a corresponding increase in its profits.

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Good Business Likely for Rest of 1926

Good business now seems assured for the rest of 1926, declares the Cleveland Trust Co., Business Bulletin. Prosperity prevails in most lines of industry: trade is going well; agricultural conditions and prospects are much better than they promised to be three months ago; and employment is general with wages high. The normal autumn expansion of business activity is beginning, and beyond that there is in prospect the best season for holiday trade that the country has ever had. Under these conditions there is no reason to entertain anything less than full confidence in the prospects for general business during the remaining months of this year.

The longer look into the future reveals nothing that is alarming but it does not appear to offer so clear a prospect as that which is immediately ahead. The present period of sustained prosperity has been buttressed by long-continued profitable activity in the three great industries of building construction, iron and steel, and automobile manufacture. These have constituted a kind of industrial tripod resting on a foundation of easy interest rates, and forming a framework for the support of a protracted period of better-than-normal business.

At the present time interest rates are no longer low and are steadily rising, while the activity in each of the three key industries is slowly declining. Building construction has been going forward in gradually lessened volume since the beginning of the year. It is still very active, but it is no longer making new high records. Rents are slowly declining, and it is evident that building shortages have been pretty well made up, while suburban extensions and new subdivisions about our cities are no longer being projected as actively as they were last spring.

It is now fairly evident that the output of steel this year will be greater than ever before, but pig iron production, while high, is not likely to be as great as it was in 1923. It has been a good year so far for the industry with profits for the principal companies during the first six months running about 26 per cent ahead of the figures for 1925. The prospects for profits in the second half of the year are good, but nevertheless, the pace of activity is plainly slackening. The most cheerful element in the situation is the real prospect that the railroads, which are the best customers of the steel companies, will begin this autumn to devote increased amounts of their large profits to the purchase of new equipment.

The Standard Statistics Company has compiled data showing that the net earnings of 192 industrial and utility companies during the first six months of this year were nearly 20 per cent greater than in the first half of 1925. It is to be noted, however, that the major part of the increase came in the first quarter, and the evidences are increasing to indicate that industrial activity and profits, while still well above normal, no longer promise to exceed month by month the high records of last year.

Wholesale prices continue their gradual decline which has been under way since the summer of last year. One

Eight

of the most remarkable facts about the present period of good business is that it has been able to continue despite a steadily falling wholesale price level. This has been made possible by the sustained high consuming power of the American people, which has taken care of goods coming on the markets, and the efficient operation of the railroads which has made it possible for merchants to keep their stocks reduced to a minimum.

As the third quarter of the year draws to a close the situation in general business may be summarized by noting that industry, trade, and transportation are active and making good profits. The prospects for the remaining months of 1926 are definitely good. However, the symptoms of some slowing down have appeared. The costs of borrowing capital are rising, while the profits from invested capital are declining. Wholesale prices are also declining, and there is some indication that inventories are increasing. These facts seem clearly to indicate that we cannot reasonably expect the wave of prosperity that made 1925 better than 1924, and 1926 better than 1925, to continue rising so as to make 1927 better than 1926.

More Chain Stores Show Increased Sales

Additional reports of chain stores sales for August and the first eight months this year showed substantial increases over the corresponding periods the previous year. While Woolworth Company sales for last month showed only a slight gain over the like month a year ago, the showing made for the first eight months was considerably better. Other chain stores showing increases are W. T. Grant Company and the Metropolitan Chain Stores.

Woolworth Company sales for August totaled \$19,015,330, against \$18,781,293 in the like month last year, a gain of 1.2 per cent. Aggregate sales for the first eight months this year were \$145,614,497 compared with \$137,907,303 in the corresponding period a year ago, an increase of 5.5 per cent.

S. H. Kress & Co. sales for August amounted to \$3,853,909, against \$3,380,698 in the like month last year, a gain of 14 per cent. Total sales for the first eight months this year were \$29,238,140, compared with \$25,758,992 in the corresponding period a year ago, a gain of 13.5 per cent.

The W. T. Grant Company reports sales of \$2,005,984, for August, which is an increase of 18 per cent over August, 1925. Sales for the eight months amounted to \$19,183,278, which is an increase of 16 per cent over the eight months last year.

To Sell Bonds of R. H. Macy & Co.

An issue of \$7,500,000 bonds of R. H. Macy & Co. were placed on the market recently.

The banking house of Lehman Bros. offered for public subscription a new issue of \$7,500,000 5¼ per cent

serial gold debenture bonds of R. H. Macy & Co., Inc., the largest single department store in New York City, and said to be the second largest in the United States in point of sales volume.

The bonds, which mature \$750,000 annually October 1, 1927 to 1936, inclusive, will be offered by the bankers at prices to yield from 4.75 per cent to 5.25 per cent, according to maturity. The proceeds of the issue of debenture bonds will be applied toward redeeming the \$8,800,000 par value 7 per cent cumulative preferred stock, which the company has elected to redeem at 115 and accrued dividend on December 15 next. The balance of cash necessary for this purpose will be supplied by the company out of its accumulated earnings.

The bankers announce in connection with the offering that R. H. Macy & Co., Inc., 7 per cent cumulative preferred stock called for redemption will be accepted on a 4½ per cent interest basis in payment for debenture bonds allotted, provided that notice of the number of shares to be tendered in payment is received not later than October 18 next.

5 Per Cent Sales Jump Boosts Net 0.4 Per Cent, Harvard Finds

Precisely what changes in its operation figures may a department store of more than \$1,000,000 business expect as an accompaniment to an increase or decrease in its sales volume from year to year?

This is one of the questions answered with definite statistical data in the Harvard Bureau's report on department store operations in 1925.

Forty-six firms which showed a decrease in business between 1924 and 1925 also showed increases in all their overhead figures, with increased margins and reductions of both profit and turnover. The detailed figures are:

	1924	1925	Diff.
	P.C	P.C	P.C
Salaries and wage	15.6	15.7	+0.1
Advertising	33.3	3.5	+0.2
Interest	1.9	2.0	+0.1
Total expense	29.7	30.5	+0.8
Gross margin	31.0	31.5	+0.5
Net profit	1.3	1.0	-0.3
Stockturn (times a year)	3.5	3.4	-0.1

Increase in volume of less than 5 per cent on the part of forty-three stores, showed as a matter of combined experience that there was no change in the figures for salaries and wages and advertising, but that interest, total expense and margin were reduced, with an increase in stockturn and profit. In detail the experience was:

	1924	1925	Diff.
	P.C	P.C	P.C
Salaries and wages	16.2	16.2	0.0
Advertising	2.9	2.9	0.0
Interest	1.9	1.8	-0.1
Total expense	30.0	29.5	-0.5
Gross margin	33.1	33.0	-0.1
Net profit	3.1	3.5	+0.4
Stockturn (times per year)	3.6	3.9	+0.3

For sixty-four stores with sales increase of more than 5 per cent, the common experience was:

	1924	1925	Diff.
	P.C	P.C	P.C
Salaries and wages	16.4	16.1	-0.3
Advertising	3.2	2.8	-0.4
Interest	1.8	1.9	+0.1
Total expense	30.7	30.0	-0.7
Gross margin	32.3	32.4	+0.1
Net profit	1.6	2.4	+0.8
Stockturn (times per year)	3.6	3.8	+0.2

Modern Plans Bring Profit to Watkins Store

How to do business on a profitable basis, and the kind of problems merchants located in smaller communities must face, were detailed to delegates attending the Southern Retail Merchants' Conference at Richmond, Va., by E. G. Watkins, of the Samuel Watkins Department Store, Henderson, N. C.

"Our business was organized at Henderson, N. C., in 1875 by my father, the late Samuel Watkins, and is still owned by his family," the speaker declared. "We conducted a general store, selling at the same price to cash and charge accounts until 1921, as did practically all the other merchants in our community.

"When we felt we could not meet the new way of merchandising we changed to strictly cash after forty-six years of charge accounts. We would not go back to charge accounts for any price.

"Two years ago, we were not satisfied, so we sent one of our young men to New York University summer business school. While attending this school, he worked for R. H. Macy & Co. He brought back tried plans that were worth thousands of dollars to us, one especially helpful, 'Macy is never undersold.' So we are never undersold and keep a fund out of our advertising especially laid aside to meet all competition and to run our own specials. We have one cash price to all.

"This spring, we had several stores liquidating in our vicinity. Prospects were not bright. We talked things over in the store and decided to go after business on small profit and quick turnover, with the result that we have had the best business in years. For example, in May, our increase in sales over May, 1925, was 83 per cent June over June, 1925, 64 per cent, July over July, 1925, 109 per cent.

"We did not have special sales to get this increase. It took hard work but no worry. In one item of imported English broadcloth shirts, we sold seventy dozen in May at \$1 each. Small profit, but think of how many customers this one item brought to our store.

"All of our salespeople work on a commission basis. We find this most satisfactory since it eliminates the person who lacks ambition or ability to make more, and gives the ambitious unlimited opportunities with our buying what he wishes to sell and financing for him.

"Our plan is this: A salesperson drawing \$100 per month is required to sell an average of \$330 per week.

(Continued on page 29)



CAUGHT IN THE NEWS NET



AMONG the china and glassware buyers visiting the New York market this week are L. Goldsmith, Scranton Dry Goods Co., Scranton, Pa.; A. E. Payne, Palais Royal, Washington, D. C.; J. Hertzberg, S. Kann & Son, Washington, D. C.; Harold Clark with Edward Malley Co., New Haven, Conn.; A. Toutenhoofd, crockery, glassware and toy buyer for the H. C. Prange Co., Sheboygan, Wisc., and H. Kluter, buyer of china and glass for Stewart & Co., Baltimore.

Buyers visiting New York since the last issue of the CROCKERY AND GLASS JOURNAL include: F. J. Gould of the Arts and Crafts shop, East Orange, N. J.; F. P. Hoerr of Martin & Hoerr, Mankato, Minn., Miss B. Prager with Sanger Bros., Dallas, Texas, who returns home today; Wells Rockwell, The Rockwell Silver Co., Meriden, Conn.; C. E. Warner, The Warner Co., Warren, O.; Miss E. Anderson and Percy Messenger with Jordan, Marsh Co., Boston.

Clarence W. Young of Vail & Young, manufacturers agents, left this week for a trip to the various factories represented by his firm, the Jackson China Co., Falls Creek, Pa.; Coschocton Glass Co., Coschocton, O.; and the Sneath Glass Co., Hartford City, Ind.

Departing last Thursday, A. D. Shaw, connected with the sales staff of A. J. Fondeville Inc., will make Denver his first stop on a road trip that will take him as far as the Pacific Coast. This is Mr. Shaw's initial trip over this territory. He expects to be away until November 15.

Joseph Mrazek, who came to this country expressly to decorate the Czecho Peasant Art Co.'s new showrooms, 10 West 19th street, sailed September 1 on the steamer De Grasse for his home, Lelovice, Czechoslovakia, where he will develop new ideas in his own creative style for the Peasant Art Co.'s importations.

Joseph M. Watte, president of the Kahla China Corp., left last Sunday on a road trip in the interest of his concern which will keep him away until October 12. His first stop will be Chicago from where he will proceed through the South.

Fred. C. Reimer, head of the Fred C. Reimer Co., Inc., leaves this week for a selling trip that will take him as far west as the Pacific Coast. Frank Primrose and J. C.

Jonas, also of the Reimer organization have already departed for their respective territories. They will all be away until Thanksgiving.

S. J. Natkin, china and glassware buyer for Mandel Bros., Chicago, was another buyer to reach the New York market the middle of this week. Mr. Natkin is placing orders for his department and while here is making his headquarters at 13 East 22nd St.

Dolfinger Joins Torlotting Staff

A new and important addition to the staff of E. Torlotting Inc., importers of St. Louis French crystal, Bohemian glassware and Gouda art pottery, 35-37 West 23rd St., has just recently been made in the person of "Ed" Dolfinger who will represent the Torlotting line in the Metropolitan District.

Mr. Dolfinger, who is widely known in the trade and very popular, was for many years in the china and glassware business for himself at Louisville, Ky., and knows the business from every angle.

Mr. Dolfinger, who as previously announced in the Crockery and Glass Journal retired from business at Louisville, where for the past thirty-five odd years or more he was with the firm of E. Dolfinger & Co. He is now making his home in New York. Being anxious to get back into harness again however, he associated himself with Gabriel Torlotting, of E. Torlotting Inc., who is head of the business since the recent death of his father in France.

His intimate knowledge of the business in general as well as his acquaintance with the requirements of the better class retail trade should be a valuable asset to the Torlotting firm.

Tentative Date Set for Salesmen's Banquet

A meeting of the Board of Directors of the Pottery, Glass and Brass Salesmen's Association was held on Tuesday of this week at the Crockery Board of Trade Rooms.

A tentative reservation was made for the evening of February 10, 1927, as the date for the annual Association banquet at the Hotel Astor.

Albery V. J. Chary, with the importing house of Lazarus & Rosenfeld, was elected to membership.

The death claim of Joseph Tibbetts, Trenton, N. J., was ordered paid.

Edward W. Hammond Pilots Miss Westchester II to Atlantic Coast Championship



Edward W. Hammond

Edward W. Hammond, manufacturers' agent and well-known to the trade in general, piloted his new speedboat *Miss Westchester, 2nd*, to victory and the Atlantic Coast championship in the 151 class

at the Broad Channel Yacht Club, Jamaica Bay, L. I., Sunday. Not only did "Eddie" Hammond out-speed and out-distance his competitors in this race, but he succeeded in lowering the course record by nearly two minutes finishing a half mile in the lead in the first two heats.

In the third heat the *Miss Westchester 2nd* ran out of gas when but a short distance from the finish line when coming by half a mile. This heat had no bearing on the race as Mr. Hammond had won the first two heats, other than to deprive him of the glory of winning all three heats. This unfortunate occurrence was the result of the gas tank being placed in the boat backwards.

So great was Mr. Hammond's margin of victory in the first heat that he was able to run his boat up to the judge's boat and light a cigar before his nearest rival crossed the finish line. *Miss Westchester 2nd's* best time over the five mile course was 7 minutes, 49 seconds.

The Atlantic Coast Championship marked *Miss Westchester 2nd's* second start, the first being at Detroit, August 28th. The boat was new in that race and was not put into the water until eleven o'clock the day of the race.

Today *Miss Westchester 2nd* was shipped to Washington, D. C., where she is entered in the races for the resident's Cup (Saturday and Sunday), one of the speedboat classics of the year. From Washington the *Miss Westchester 2nd* will move on to Baltimore to compete in the races there which wind up the current season.

As the winner of the Atlantic Coast championship Mr. Hammond will be invited to Palm Beach, all expenses paid, to compete in the big races at the southern resort, which are held in February. The ten fastest boats in the country are invited to compete in this race. Mr. Hammond at this date is not certain that he will compete in this race, but the chances are that he will.

Mr. Hammond is also the owner of *Miss Westchester 1st*, another speedy 151 Class boat.

Columbus, Ohio, to Have First Building Devoted to China and Glassware

Passing of a combined landmark and eyesore will mark the erection of the new home of the William Hinterschied Co., at the northwest corner of High and Rich Sts., Columbus, Ohio. The new structure will cost approximately \$75,000 and will be a handsome addition to the business district growing about this corner.

This will be the first structure of its kind to be built in Columbus for the express purpose of housing this sort of business and it will be the home of the William Hinterschied Co., importers, wholesalers and retailers of china, cut glass, silverware, house furnishings and hotel and restaurant supplies.

This business was begun in 1898 by William Hinterschied and was carried on by him until his death in 1912, shortly after which a corporation was formed, the stock being owned and controlled by the Hinterschied heirs, under management of Urban and Martin J., two sons, who have carried out the policies of their father.

The business has grown to such large proportions that the present location is inadequate, necessitating the erection of a specially-constructed display and salesroom building.

The new store will have a frontage of 36 feet in High St., with a depth of 187½ feet, along Rich St. and will contain a basement, first and second floors, all equipped with the latest type of electric elevators and heating and ventilating systems. It will be faced with terra cotta similar to that of the A. I. U. building, and will have a floor space of 20,198 feet.

Several new departments will be added, including small gifts, furniture, oil paintings, decorated mirrors, leather goods, marble and bronzes. There will also be a special and exclusive department for men's gifts where articles of distinctive design will be offered.

The Hinterschied company is fortunate in acquiring this location because it is only one-half block from the present store and because of the large frontage on High and Rich Sts. for parking facilities for patrons. The erection of this building will be an addition to S. High St. This, with other improvements south of Town on High Sts., will attract the shoppers and make this section one of the city's busy retail districts.

The sale was made through the offices of Shawaker & Immel, realtors, who represented the Wm. Hinterschied Co., Ross & Case representing the Hadley Realty Co., owners. Legal matters were handled by Charles S. M. Krumm, representing the Hinterschied Co., and Charles J. Pretzman, the Hadley Company.

May Store Opens At 9

A precedent of many years' standing in Denver, Col., was broken recently when the May Company store adopted 9 A. M. as the opening hour. Other stores and until recently the May store have been opening at 8:30.

Chain stores do not tolerate weak links.



WHAT THE POTTERIES ARE DOING



Women's Whims Play Large Part in Sale of Dinnerware Patterns

“WHIMS of women have much to do with the sale of particular patterns of dinnerware,” observed a buyer who recently visited the East Liverpool district, he says: “in order to build up a successful dinnerware department you have to cater to these whims just as much as other department buyers. It is no wonder department stores all over the country are compelled to carry a large assortment of dinnerware patterns. One season it is one character of design and color, and the next season it is something else. Today soft color tones are in demand, tomorrow the ‘loud’ patterns are selling best. And there you see the buyer at times between two fires. Of course there is a certain class of women who are always seeking bargains, and decorations do not enter largely into selling this class of trade. It is price that attracts these buyers. On the other hand, there is the particular housewife. There’s the rub. This does not please her, yet we think the pattern attractive. We show her the entire line, and make suggestion after suggestion, until finally a sale results, and nine times out of ten the pattern that we first thought would please her is cast aside for something entirely different. This shows you can’t tell a woman’s mind. Many of them are most critical when it comes to the selection of the better grade patterns. Then there is a class that seeks the ‘jazz’ patterns as we have learned to call them. Loud colors; spread eagle designs, and all that sort of thing. But we have to please ‘em all, and at times we’re at our wits end to know what to buy, for the mind of women when it comes to buying merchandise for the home is always ‘subject to change.’”

Guy Crooks Says Business Is Better

“July and August show a considerable gain in our business this year over the same volume shipped during the same months last year,” suggested Guy E. Crooks of the Crooksville China Co., Crooksville, O., this week. And he continued: “It is our firm conviction there will be greater gains during September and October than the records of last season will show.” Mr. Crooks has just returned to his office from an extended trip through the west, and it is his opinion that present business indications look very encouraging. “I was glad to observe that the farmers are in much better condition now than a year ago, and this means greater sales to that large class of buyers. While the Crooksville China Co. is not showing any added patterns to its line at this time, selections of decorations for additions in 1927 are now being selected.

R. W. Pike Hahne's Merchandise Manager

It has been reported here that R. W. Pike, former sales manager for Hahne & Co., Newark, N. J., has been advanced to merchandise manager for this store, with F. G. Brost as senior merchandise manager for the home furnishings department. Mr. Pike will also merchandise the small wares section.

Opinions Vary As to Business Increase

While some manufacturers in this district declare there has been little if any change in the receipt of new business, there are others who acclaim that the receipt of business for fall delivery is much more pronounced than even a month ago. At times there is a decided increase in mail orders, and road salesmen are also forwarding larger specifications than has been the general rule throughout the summer. One reason given for this situation is, that many people are returning home from summer vacations and are getting their houses in order for the winter season. It is also reported by road men that the larger department stores are taking care of larger crowds than was observed on former trips, and this is reflected in larger future requirements being anticipated. Throughout this eastern Ohio district, however, kiln production is showing a slight increase, this being shown by the number of kilns being fired off each week. In all, the district at this time is operating on a basis of slightly better than seventy-five per cent, it is claimed.

Hall China Occupying Brunt Warehouse

The Hall China Co., which recently purchased a section of the former plant of the Brunt Pottery long since in operation, remodeling it to suit its requirements, are now occupying the new warehouse section. The old Brunt plant adjoins the No. 1 Hall plant on the south. This additional warehouse space will give the company not only additional room, but will enable it to increase the production of the clay department. F. I. Simmers, sales manager for this interest is now making a general trip through the middle western territory, and is not expected back at the factory for several weeks.

American Ceramic Society to Meet

At the annual meeting of the American Ceramic Society, scheduled to be held at Detroit, Mich., Feb. 14-19, next, proposed changes in the by-laws of the white ware division will be given consideration by that group.

Inasmuch as no general meeting of the United States Potters' was held this summer as has been the custom for the last few years, although western manufacturers met for one day during early August, attention is now being given to the subjects that may be discussed at the annual meeting that will very likely be held early in December. The executive committee of the Association is expected to consider the time and place for this gathering during October, and then following all committee chairmen will begin work on their annual reports. The annual meeting this year will be in charge of W. C. George, president of the association and head of the W. S. George Pottery Co., East Palestine, O., and Secretary Charles F. Goodwin of East Liverpool. By following the usual rule of promotion, Thomas B. Anderson of the Pope, Gosser China Co., Coshocton, O., will be elected president of the Association for 1927, while Joseph M. Wells of the Homer Laughlin China Co., now third vice president will be advanced to the office of second vice president, and in 1927 he will be elected president.

American Potteries Paid Better Than British

American pottery manufacturers were much interested when a report was received here from Hanley, England, a few days ago of an address delivered before the National Council of the Pottery Industry by Lieut.-Colonel W. J. Kent, who recently made a tour of the United States and visited two-score potteries. Kent is reported as saying that from his observations American pottery manufacturers are giving greater attention to ceramic research work than is being done in the English pottery industry, and that the output of the American plants he visited was greater than those in England because of the fact the manufacturers are modernizing their factories. This is taken to mean here that the English pottery manufacturers are not as interested in equipping their factories with the modern equipment now available as are the American manufacturers. He also compared the wages paid pottery workers in the United States with those received by English workers, remarking that the American wage scale was much higher than that received by the English employee.

Department Store Merger Planned

Pottery salesmen traveling the west have advised home offices of a proposed department store merger at Kansas City, Mo. The three stores in Texas owned by the Sanger interests and the Jones Store Co., at Kansas City with possible other additions to the chain is the bases upon which the merger will be formed, it is said. It is likely the proposed merger will be closed within the next few weeks.

Jackson Vitrified China Co. Busy

The Jackson Vitrified China Co., Inc., Falls Creek, Pa., has sufficient business on file to run all departments of this factory full time until after the new year, it is announced

(Continued on page 29)

SPAR MINPRO

ASSURES

a satisfactory
and continuous

Supply

USERS of this high quality spar are protected in their requirements by this fine deposit which is adequate to meet the demand for years.

Minpro Spar is selected by leading pottery makers for its unusual excellence and the fact that it is of dependable quality.

Your requirements are met in every particular by Minpro Spar—ground to 140 and 200 mesh.



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MINERALS, OXIDES
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New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Department Store Buyers See Promising Fall Outlook

IT is the consensus of opinion among department store buyers in this district, that the outlook for a heavy fall trade is most excellent, judging from present indications, and that existing business conditions looks far better than at any time during the last two months. More people are crowding into the stores, and these crowds are larger in the china, glass and housefurnishing departments than for a long time. In fact the department heads say that the housefurnishing goods naturally have the call for the moment. Many people are returning to their homes from summer vacations spent in camps and automobile touring, and these people are now in the market for current needs for the home. During the summer period it was a case of "we'll wait until we come back" to get this or that, and as a result of the vacation and retail buying is showing a decided increase in this district. These department buyers have prepared for an increased fall business, and store stocks are somewhat larger now than they have been for a considerable period of time. Both open stock dinnerware, and sets are in rather active demand just now, and the same situation prevails in the glass sections. There is still a strong leaning toward colored glassware. As to the latter situation, it seems to be about the same the country over. There has also been a noticeable increase in demand for lighting glassware and portables. In fact those factories featuring lighting glassware are reporting more activity in this line than for a long time. In practically every local instance, department buyers have placed orders for fall stocks, and these are now in daily arrival.

Lee Stores Co. Buy Florida Store

News has been received by glass factory sales managers here of the sale of the department store of Benedict, Pollak & Co., Jacksonville, Fla., to the Lee Stores Co., of which W. S. Lee of Macon, Ga., is president. This interest controls a number of department stores located at Columbus, Fitzgerald, Milledgville and Ft. Valley, Ga. The Jacksonville company also has been engaged in the wholesale business in that district.

J. U. Gault With Kopp Glass, Inc.

Harry A. Ross, vice president and sales manager for Kopp Glass, Inc., Swissville, Pa., has announced the

appointment of J. U. Gault, as salesman for the factory in the northwestern territory, while A. J. Singer will have the line in the Milwaukee territory. In New York City territory this line will be handled exclusively by Dela Croix & Monroe, and the Boston territory will be in charge of Jones & Manter with sample rooms at No. 110 Broad Street. The complete factory line will be shown at all resident sales rooms and on the road. This factory is just issuing its first catalogue of to be known as No. 30. The issue will be elaborately illustrated and will display the line of lighting units and also contain illustrations of all the new items recently added to the line. The factory is also producing a very generous line of electric portable lamps novelties and specialties.

Bonita Art Glass Co. to Make New Vase

Otto Jaeger, secretary-treasurer of the Bonita Art Glass Co., Huntington, W. Va., has announced that the factory has begun the production of a reproduction of a famous eight-inch vase that about 40 years ago sold for \$18,000. This is only one of several other new items that has been added to this line of decorated glassware as featured by this firm. "Our line being the largest of its kind in the United States, we find that the demand varies according to the states," Mr. Jaeger explained to the CROCKERY AND GLASS JOURNAL this week. "Buyers in some states demand the highest grades we are featuring, while in other states the medium priced line is in heaviest request. And still there are buyers in other localities that want the cheaper grades. Just at this time our highest grade patterns on all lines is leading in demand." It is the intent of this firm to add several other lines of decorated merchandise that will go hand in hand with those already listed.

No Saturation Point for Glass Jars

E. Arthur Ball, of the Ball Brothers Glass Mfg. Co. Muncie, Ind., has declared there "is no point of saturation in sight for glass fruit jars." "The production of fruit jars fluctuates about as much as the position of the universe," Mr. Ball went on to relate. "The only change in marketing of the product of this factory since Mason patented his fruit jar back in 1858 has been the fixing of a trademark. Fifty years ago glass fruit jars did not show the name of the manufacturer. When a faulty fruit jar was returned to this factory with a complaint, the Muncie, Ind., manufacturer had

nothing to show whether or not it had been shipped from the Muncie factory. Then the name of the Ball Mason jar came into being." Only eight salesmen are employed by this factory to market its production of one million gross jars annually, which means an output of 144,000,000 pieces of ware.

St. Mary's Glass Co. Resumes Operation

The St. Marys Glass Co., St. Marys, W. Va., has resumed operation making a special feature of electrical goods, boudoir and table lamps. The company is operating two continuous and three day tanks on this line, to which a number of new pieces have been recently added.

'Demand for Novelties Good'—Ira M. Clarke

"While business for the last four months has been very quiet on staple items, the demand for novelties has been very good," said Ira M. Clarke, General Manager of the New Martinsville Glass Mfg. Co., of New Martinsville, W. Va., this week. "When one considers the building situation as at present," Mr. Clarke went on to say, "also the steel and automobile operations, together with the present crop prospects for the farmers, one is inclined to be very optimistic about fall and spring business. Present indications from buyers are that they are placing more liberal orders and many

who had orders placed for October and November shipment are asking for immediate deliveries. This we take it, is an indication that stocks are low and goods have started to move with considerable rapidity. And so it would seem that the buyers as a general rule have no reserve stocks of domestic foods on hand, and their retail trade is on the increase. Business at this factory has picked up wonderfully during the last month, and we are preparing for at least as good a fall business as last year, which was highly satisfactory with us. The lines more in demand with us are the colored glass, etched and decorated lines of novelties. They are running about seventy percent of total shipments and the demand for these lines is on the increase." This factory will have about forty new and original items ready for the January exposition season at the Ft. Pitt Hotel here, Mr. Clarke declared, the majority of these items being protected by patent already allowed. Enough new items have been added to the line of this factory during the last year to give them all they can take care of and give service for the balance of the current shipping season. Numerous changes have been made at this plant of late, their regenerator furnace having been renewed, and all day tanks have been repaired, all of which has placed the plant equipment in excellent condition for steady production for the next eight or ten months.

(Continued on page 29)

Would You Gag Your Salesmen?



Imagine this man sitting in a buyer's office while another representative was selling a competing line.

Foolish, isn't it, yet that in effect is just what is taking place when you print your company's name and slogan alongside a competitor's advertisement that is illustrated and tells the buyer something he wants to know.

Photo-
Engraving
Illustrating
Photography
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Rawsthorne illustrating service and advertising counsel is at your disposal. Send us the ware—we'll do the rest.

ROBERT RAWSTHORNE CO.

Heeren Building—Eighth & Penn—Pittsburgh, Pa.

PHONE ATLANTIC 4180

A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0397
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

Spode's Shanghai



Accompanying illustration shows a very fine example of Spode china dinnerware decorations.

This is a Chinese motif exemplifying the early leanings of Spode who took for his guide the old Chinese masters. The pattern is charming and interesting and is painted in rich enamels of red, blue, green and purple, permitting it to fit into all settings. Edges in burnished gold.

Send for samples and prices

Carried in stock in New York

Copeland & Thompson, Inc. - - 206 Fifth Avenue, New York

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

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THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

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Earthenware

W. MOORCROFT, Ltd.

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ADDERLEY'S, Ltd.

China and Earthenware

STEVENS & WILLIAMS, Ltd.

Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

New York Showrooms Display New Wares

Large Assortments of Beautiful Merchandise Attracting Attention of Buyers

Borgfeldt Display Replete With Salable Items

Geo. Borgfeldt & Co., 111-119 East 16th St., has on their fifth floor one of the largest and most diversified exhibits of both imported and domestic glassware that can possibly be seen. Words scarcely do justice in describing the display so numerous are the items. Among the domestic numbers there is a console set of amber in a twist optic with a gold encrusted decorative treatment that is a winner. This has been decorated by the Borgfeldt firm themselves and it is priced so attractively, that when the quality of the article is taken into consideration, it is to be wondered at how it can be offered at such a low figure. Another item which is also priced exceptionally low is a covered compartment box held in a nickel plated frame. This is shown in amber, blue and green with a light cut floral decoration and comes packed three dozen to the barrel. Then there is a very pretty ice cream set made in a mold crackled glass, shown both in amber and green and consisting of six high sherbets with plates to match and a large bowl. One brand new offering, the sample of which has only been placed on view, is that of a full size grill plate. This is treated with a figured silver diamond border, has three compartments and may be had in amber, green or crystal. That it is certain to prove a ready seller is evidenced by the fact that it may be retailed at fifty cents or less, allowing a good profit. A large and diversified showing of stemware is also to be seen in straight and fancy optics, in combinations of crystal with a green or amber foot that are very pretty. Their imported lines are very comprehensive. The exhibit includes a most novel showing of flower holders in both colors and crystal such as elephants, birds, fish with bright colored eyes, etc. Animals and birds make most fascinating forms for a large display of liquor sets. These are shown in a selection of bright colors and consist of six glasses on a tray with a decanter. The decanter spouts are silver plated and the trays are finished with handles and feet of silver. For real beauty and art, however, a word of special mention must be given to their Venetian Chalices and bowls. These are in an assortment of beautiful blues, reds and greens of the richest colors and are decorated with a gold overlay representing ancient figures, characters, symbols, etc. They are splendid specimens and characteristic of the very finest old pieces of this type of ware. Particularly noteworthy is one made up in the finest crystal—light as a feather, and modeled somewhat on the style of a loving cup with delicate thin handles on either side. This is entirely hand decorated in gold with Biblical characters. Still further is a large display of candlestick holders varying in size from the smaller ones to those standing two feet or more high. The only decoration on these are small pieces of vari-colored fruit dotted around the tops and a thin colored line stripe around the top and bottom edges.

New Things at Reimer's Showroom

A large assortment of new merchandise has been received by Fred C. Reimer Co., Inc., 49 West 23rd St., comprising one hundred and forty cases from the steamer *Westphalia* and twenty cases on the steamer *Reliance*. These include a number of brand new items. It is a genuine treat to view the offerings in Royal Dux ware, which consist of figure pieces, flower holders, candy boxes, etc. The modeling of these, denotes the work of real artists. One item, that of a thoroughbred stallion, stands out particularly in the exhibit. Simplicity is the keynote of the decorative treatments, which are handled in very pretty shades of green and red combinations, while still others are in the plain white ware without decoration. Bouillons, sugar and creamers, low candle sticks in a delicate green and amethyst spiral optic are some of the latest offerings in Theresienthal crystal, that the Reimer firm are displaying in this ever popular line. These are shown in a large variety of shapes and it is to be mentioned in passing that patents are applied for on every shape. Another very attractive item to be seen is a bridge smoking set consisting of individual ash trays and cigarette holders. The holders are made with an amethyst top and a crystal foot, while the ash receivers are all in the amethyst coloring. In dinner sets there is a large display of Bavarian ware which are exceptionally attractive both as to shape and decorations. One treatment outstanding among them is a yellow and black rose basket center with a spray border effect in the same colors. Another is a flower and butterfly design done in bright yellows, reds, blues and green all of which blend together in a most harmonious manner. Still another shows a humming bird and floral center with an exceptionally pretty rose border. A thin gold line edge completes the treatment on all the pieces.

Interesting Things at Lazarus & Rosenfeld's

Very novel and extremely attractive new samples of glass enclosed liquor and smokers' cabinets are to be seen at the showroom of Lazarus & Rosenfeld, Inc., importers, 98 Fifth Ave. These are certain to prove big sellers among smokers. The cabinets which stand about two feet six inches in height are of mahogany frame construction in a highly polished finish. The compartment part is exceptionally large and enclosed by heavy beveled edge plate glass. The top which is also of the same kind of glass opens upward and outward in two sections which gives it an arm on either side to hold glasses, etc., when in this position. At the same time the compartment holding the smokers' and liquor set is automatically raised to the same level as the arms and gives fully as large a top surface as a good sized tea table. The ornamental trim is of burnished brass and some come equipped with rollers

(Continued on Page 30)

Urges Surveys to Combat Peddlers

A market survey of the store's trading area will enable a merchant to increase his sales and to compete with house-to-house peddlers and will eliminate the need of regulatory legislation, John H. Matter, of the United States Chamber of Commerce told merchants attending the Southern Retail Merchants' Conference at Richmond, Va., recently.

"The way to meet the chain store and the canvasser is by improved merchandising methods, which if not adopted, will eventually bring failure to the merchant," Mr. Matter said.

"Itinerant venders usually have four considerable advantages over resident merchants:

"1—Their transactions are upon a cash basis.

"2—They deal in one specialty in which they are experts and upon which a carefully arranged selling plan and talk are built.

"3—Their turnover is enormous because their investment in stock seldom exceeds the day's average sale.

"4—Their territory is exclusive in the sense that a vendor selling the product of only one manufacturer meets no competition from other salesmen of that product.

"The question arises, therefore: What can a resident merchant do to overcome these advantages?

"1—The average amount of time spent by the itinerant vendor necessarily is greater in making a sale than that spent by a local merchant, because the former must establish a certain degree of confidence which the local merchant already possesses through constant intercourse with his fellow townsmen.

"2—Although a customer may enter a store for the purchase of a specific article, the display of many other articles not only is a temptation but a convenience, and one sale is likely to lead to others.

"3—The local merchant may attract customers in a manner beyond the power of the itinerant vender by the intelligent use of bargains.

"4—By analysis of charge accounts, the local merchant may reduce the amount sufficiently to overcome the advantage of the cash sales which are a part of the methods adopted by most itinerant venders.

"A local merchant who conducts his business in the wideawake manner usually employed by those who direct itinerant vending will, through his neighborhood acquaintanceship, place himself upon a safe competitive foundation with any other form of merchandising."

Form "National Merchants' Association

At the recent market week, when merchants from all sections of the West were in St. Paul and Minneapolis looking over fall merchandise, a new retail association, with membership open to retail merchants in all sections of the United States and Canada, was launched. Curtis M. Johnson, of Rush City, Minn., was elected president. It is named the National Merchants' Association.

Elmer C. Adams, of Chippewa Falls, Wis., was elected senior vice president, and Sam P. Christenson, of Lem-

mon, S. D., was chosen treasurer. John H. DeWild, of St. Paul, will serve as secretary.

Merchants from the nine States were elected to the board of twenty-four directors, as follows:

Minnesota—S. E. Olson, of Ada; F. X. Virnig, of Pierz; Alexander Rid, of Virginia; A. B. James, of Waseca, and H. M. Clark, of Windom.

North Dakota—Gunnar Host, of Leeds; Charles Hamilton, of Lisbon, and H. L. Helgersen, of Landa.

South Dakota—E. C. Barton, of Vermillion; J. M. Schenck, of Raymond, and Benjamin Butts, of Winner.

Montana—Robert C. Line, of Columbus, and Fred Arndt, of Glendive.

Nebraska—F. G. Hall, of Norfolk.

Wyoming—E. L. Woodford, of Laramie.

Iowa—A. C. Hanson, of Forest City; A. G. Jahn, of Emmetsburg, and J. L. Walz, of LeMars.

Michigan—J. W. Wiggins, of Calumet.

Wisconsin—Walter Towle, of Rhinelander, and M. J. Lanham, of Sparta.

Mr. Johnson, Mr. Adams and Mr. Christenson are also members of the board.

Filene Statement Filed

The annual statement for the year ended January 31, 1926, of William Filene's Sons Co., Boston, filed with the Massachusetts Commissioner of Corporations is as follows:

ASSETS	
Real estate	\$911,221
Furniture, fixtures and tools.....	8,463
Autos, trucks and teams	17,154
Merchandise	2,206,568
Prepaid items	153,260
Accounts receivable	1,475,818
Cash	664,165
Investments, Govt. and municipal.....	2,351,824
Sundry investment	776,874
Deferred items	791,539
Good will, patents, etc.....	1,000,000
Total	\$10,356,886
LIABILITIES	
Preferred stock	\$2,987,300
Common stock	1,510,000
Accrued items	68,048
Accounts payable	521,637
Reserve for taxes	615,315
Surplus	4,654,586
Total	\$10,356,886

Walter Jacoby Ad Manager

Walter Jacoby has been made advertising manager of the Jacoby Brothers department store, Los Angeles, succeeding John M. Kemp, who has joined the Broadway Department Store as sales promotion manager.

Crockery and Glass Journal Ads Bring Results.

Modern Design Applied To "Pareek" Body Creates "The Silvern" Shape

A New Epoch in the History of Ceramics

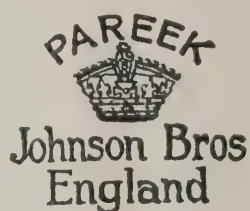
THE new "Pareek" Body, with its surpassingly rich beauty of colour-tone and lustrous glaze, introduced for the first time in 1926 by Johnson Bros., has now been given a model-form worthy of its beauty.

Henry Creange, the famous Master of Modern Design and Craft, who was U. S. A. Department of Commerce Commissioner to the Paris Exposition of Modern and Decorative Arts, has built up for Johnson Bros. in the "Pareek" Body, "The Silvern" Shape, incorporating the principles and motifs of the best modern art.

For the decorative treatment of "The Silvern" Mr. Creange has drawn upon his unequalled knowledge and experience in the Art industries, and he has demonstrated that great beauty and original expression can go hand in hand with moderate cost.

Johnson Bros. feel justified in stating that Mr. Creange's genius allied to the technical skill of their Factory staff has produced in the Pareek "Silvern" a line which marks a new epoch in the history of ceramics.

"Pareek" Ware is manufactured only by Johnson Brothers (Hannley) Ltd., and all rights are fully protected.



If unable to obtain "Pareek" from Wholesalers inquire of New York Office for particulars and special booklet.

Johnson Brothers.

39-41 West 23rd Street
New York

Geo. B. Jones
American Representative

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Ovington Opens New Gift Shop

A NEW Ovington Gift Shop was opened in Chicago Wednesday of this week at Michigan Boulevard, north of Lake Street. A selection of the newest in giftwares will be featured by this store, famous for half a century in both Chicago and New York for their gifts from "twenty nations and a thousand towns." The new Ovington Shop will be housed in a six story building, which has been under construction for some time.

Sears Roebuck and Company are building an extensive three-story addition to their retail store at the northeast corner of Seventy-ninth Street and Kenwood Avenue, one of the three retail community stores established by the company in the Chicago district about a year ago. The new structure, 60x40 feet, providing 7,200 square feet of additional floor space, will be ready for occupancy this Fall.

George B. Fowler, of the Homer Laughlin China Co., East Liverpool, Ohio, called on the trade in this market last week.

The Crescent Furniture Company, a Chicago incorporation, increased its capital stock from \$10,000 to \$35,000.

J. W. Mackey, sales manager of the Smith-Phillip China Co., East Liverpool, Ohio, spent a short time in this market last week.

Ira A. Jones & Co., direct factory representatives, left last Friday for Lake Owen, Cable, Wisc., where he will spend ten days fishing.

F. Nye, buyer of Auerbach Co., Salt Lake City, Utah, was a visitor in the local market during the past week.

Mr. Will, of Rahn & Will, Irontown, Mich., was among local visitors who called on the local trade last week.

G. C. Watkins and L. C. Larson, representatives of Ira A. Jones & Co., left early this week for road trips through their territory.

Mr. Brisbane, of Lloyd's Department, Menominee, Mich., was among visitors in the local market during the past week.

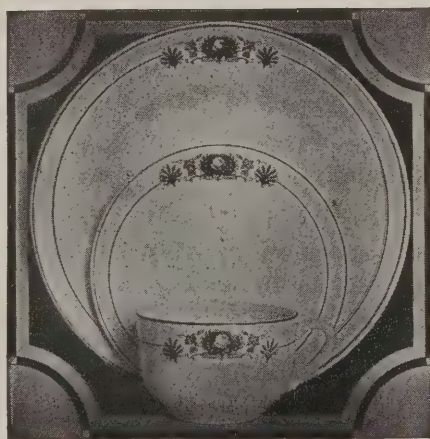
The L. & G. Furniture Co., a Chicago incorporation, recently increased its capital stock from \$15,000 to \$25,000.

R. H. Stevenson, head of the Stevenson Electric Shop, dealer in lamps, glassware, electrical goods, etc., of Marinette, Wisc., spent a short time in this market last week.

George Daugherty and Dr. Courtney, of the Economy Glass Company, Morgantown, W. Va., were visitors in this market early this week.

The Haven Company, local dealers in lamps, shades and specialties, has increased its capital stock from \$20,000 to \$40,000.

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THE UNITED STATES GLASS CO.
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Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Warns Merchants of Credit Dangers in Installment Era

"Contrary to the opinion which seems to be prevalent in retail circles, the great wave of installment selling which has swept over the United States during the last few years is having a serious effect not only upon stores which sell merchandise on partial payments but upon others as well," William Nelson Taft, Editor of the *Retail Ledger*, told the United Merchants Association at a luncheon meeting held in Cincinnati, O., in connection with the annual convention of the association.

"Any one who questions this statement," continued Mr. Taft, "has only to talk to the executives of shoe stores, clothing stores, department stores and the like—retail organizations which either do no installment business whatever or maintain separate credit departments for handling it. In practically all instances it will be found that collections are slowing up—that it is getting harder and harder to keep monthly charge accounts on anything approaching their former basis of promptness.

"The reason for this is that an increasingly large number of people are buying merchandise of various kinds on installments and are thereby contracting heavy burdens of debts that 'simply have to be paid' under penalty of the repossession of the automobile, the radio set, the furniture, the jewelry or the other articles they are buying on the so-much-down-and-the-rest-eventually plan. Naturally, this is a severe drain on their pocketbooks, and something has to suffer. In the majority of cases, that 'something' is the bills for goods which cannot be repossessed—the shoes, clothing, food and other necessities of life which have been bought on a charge account.

"The same cry is being heard from all sections of the country 'What can we do to secure prompt payment of our accounts?' and everywhere the more alert stores are tightening upon credits—opening new charge accounts only after very careful investigation of the responsibility of the individual and, in the case of accounts that have

been previously opened, being watchful to see that these do not exceed the proper limits of time or size.

"With installment purchases amounting to \$7,500,000,-000 a year or more, according to the best available estimates, and with every reason to expect an increase rather than a decrease in this total, it follows that merchants should exercise extreme care in the extension of credit, that they should not hesitate to put on the brakes whenever any account shows the slightest sign of being over-extended, and that they should interchange all the information possible with respect to the financial standing of their patrons. The latter point is particularly important, since only in this way is it possible to get some line on whether customers are exceedingly the safety limit. Otherwise, a man on a salary of \$50 a week may—as many do—obligate himself to pay \$35 or more a week for partial-payment purchases without any one of the stores at which he deals being aware of the situation.

"Another point which should be borne in mind in connection with installment buying and its effect upon business as a whole is its probable reaction upon the purchasing power of the public, as reflected in store stocks and retail turnover. The curve which represents the purchasing power of the people of the United States has been tending downward for some time and it has been proved that the curve representing retail business practically parallels this, lagging some six months behind it. If, therefore, the purchasing power of the public is decreasing—and there can be no doubt that it is—the outlook for retail business is by no means as encouraging as it was two years ago, when the purchasing power curve was headed definitely upward, and a very careful check on stocks and turnover should be maintained in order to avoid being caught with too heavy a supply of goods on hand. Fortunately, however, the widespread observance of the principles of what is generally known as hand-to-mouth buying

(Continued on page 29)

Financing All Charge Accounts Is Predicted

With the continued growth of installment sales the time may come when all charge accounts will be handled by finance companies, R. H. Clifton, credit manager of the Arthur Ramage Company, Oakland, Calif., predicted in his address before the Retail Credit Men's National Association, meeting in convention here.

The speaker showed that the installment business has made it necessary for the finance company to enter the retail field and help out with accounts of this character.

"Where formerly installment houses gave anywhere from five to ten months' time on the contract purchased and financed their own paper, the tendency today is to give longer and longer terms until now some houses are giving from two years to thirty months, with the result that they cannot carry their own paper for the full period. One Oakland firm is known to give twenty-four months' time on contract purchases with the clause in the contract and understood by the customer that at the end of twelve months the contract will have to be re-financed.

"In this particular case no interest is charged for the first twelve months, but a flat 8 per cent for the second twelve-month period on the unpaid balance. At the end of the first twelve months the contract is indorsed over to the finance company. If the balance is \$200, 8 per cent is added, making a total of \$216. Two hundred dollars is paid the merchant, and the customer pays \$216 in twelve equal payments. The customer may pay either to the finance company or to the store—preferably to the store, since it brings the customer into the store and makes likely more sales.

"Under this latter method the merchant pays the installment each month to the finance company, regardless of whether or not he has been paid by the customer. By the former method, where the customer pays to the finance company, the merchant pays only after default.

SOME STORES CARRY OWN PAPER

"Some stores carry their own paper. The finance company enters into this type of store only after the customer has defaulted in his payments and the store has done everything but replevin the merchandise. At a last resort the store calls the customer in and states that it cannot carry the account longer, and explains the methods of the finance company.

"As I have said before, there are many debtors who welcome this solution. It gives them a new lease on life, as it were, since they can make a new contract payable in ten months instead of being hounded for the full amount due. This relieves the situation immensely. It has been found that there are very few cases of this kind where the merchant has been called upon to make good the guaranteed amount.

"Then there are other types of installment houses which turn the paper over to the finance company as soon as the sale is made. This is done as follows: The customer purchases furniture to the extent of \$200. The merchant's terms are 20 per cent down and the balance in ten equal monthly payments. The credit application is taken in the

regular way and checked through the credit bureau. When the lease contract is drawn up, it is explained to the customer that the contract is turned over to the finance company.

"The \$40 down payment is deducted, 8 per cent interest added and a contract of \$172.80 goes to the finance company to be paid out at the rate of \$17.28 a month. Upon its presentation the finance company pays the store \$160 and writes the customer that the contract has been turned over to it and asks the customer to confirm the purchase. The finance company mails the customer a notice of payment due two or three days before the due date. If not paid, follow-up notices are sent the delinquent debtor and the merchant is informed that the account is delinquent. The finance company exhausts every effort to collect before calling on the merchant to make good the contract.

"Practically the same procedure is gone through with if the dealer indorses the contract over to the finance company without the knowledge of the customer, the only difference being that the customer pays the dealer, and the dealer in turn reimburses the finance company.

"With the ever-increasing extension of time on contracts, the installment business is coming to one of two things—either the difference in cash and charge prices will be so great that the installment business will eventually work itself around to practically a cash basis, or all contract accounts will be handled through a finance company. Incidentally, the head of one of our finance companies recently made the statement that some day in the future all charge accounts would be handled through a finance company."

Big Dept. Store Chain Is Planned for Japan

Invasion of Japan by American retail methods and merchandise, through a chain of large department stores, is reported by Y. I. Furuya, general manager of the Matsuya Department Store in Tokio.

With this store as a nucleus, arrangements have already been made to open another large department store in Yokohama within a year or so, and the management looking for a third location in addition.

The Matsuya store does a business of approximately \$17,000,000.

The influence of American business, fashions and customs is strong in Japan today, it is explained, and the promoters of the enterprise count on being pioneers in the development of a big system of distribution which will get its merchandise chiefly from American sources to fill this new demand.

Sears-Roebuck Sales Up

Sears, Roebuck & Co. report a total sales volume for July of about 17 per cent in excess of the figure for the same month last year, or approximately \$20,000,000 against about \$17,000,000. The July increase was declared to be more than twice as great as the average increase for this year to date.

Installments 4 Per Cent of Big Store Sales

The report on department store operations in 1925, made by the Bureau of Business Research of Harvard University in cooperation with the National Retail Dry Goods Association, shows a fairly even distribution between cash and charge sales with a slight tendency for cash sales to be larger in the smaller department stores.

Sales on the installment plan ranged from 1 per cent of total sales to more than 40 per cent in three instances. During the past few years, the report notes, this time payment plan of selling has come into increasing use in a number of department stores as a means of stimulating business. Sixty of the 183 stores with sales of more than \$1,000,000 reported that they sold some merchandise on this plan.

However, the common figures for all stores indicated that as yet a comparatively small percentage of the total business of the larger department stores is done on this basis.

The largest volume of business apparently is done on charge accounts, amounting to 46 per cent. The figure for cash sales runs a close second at 45 per cent. Deferred payments are 5 per cent and C. O. D. 4 per cent.

These figures hold nearly good for subclassifications of the \$1,000,000 stores, according to volume of business, cash sales decreasing from 48 per cent to 41 per cent and then rising to 44 per cent as volume of business increases. The C. O. D. figures for increasing volumes are 3, 4 and 5 per cent. For charge sales the figure runs from 45 per cent to 49 per cent to 48 per cent as volume increases, and for deferred payments, from 4 to 6 to 4 per cent.

For stores doing businesses of less are the biggest, being 64 per cent of the total. Charges sales are 32 per cent, while both C. O. D. and deferred are \$1,000,000 a year the cash sales payment rank at 2 per cent each.

Drop In Lamp Prices

Gerard Swope, president of the General Electric Company, has announced a further reduction in the prices of Mazda lamps, effective September 1, 1926, amounting to about 7 per cent of the sizes generally used of the new standard line of lamps and approximately 5 per cent on all types.

This is the eighth reduction in Mazda lamp prices since 1920. The latest reduction means a saving to the public of approximately \$4,000,000 a year.

The prices of Mazda lamps are now 44 per cent below the 1914 prices, which compare with a 65 per cent increase in the average cost of commodities since that year.

The reductions in Mazda lamp prices have been made possible primarily by better manufacturing methods and by standardization and simplification of lamp types.

Hearn's Stages Essay Contest on Merchandise

James A. Hearn & Son, New York, shapes its store policies so that it constantly keeps in touch with the younger folks. The management believes that from this

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BLUE ONION

(Meissen)

COPENHAGEN

In stock for immediate delivery in 31, 32, 100-piece sets and assortments.

Blue Willow Compartment Plates

The Sendar Company

Specials in
Domestic
Dinnerwear
and
Hotel China

35 West 23rd Street
New York

class of customers can be recruited a store's best boosters and ambassadors of good-will.

Witness for example the Hearn essay contest which continues to grow in popularity each year.

Instead of being asked to discuss store system and merchandising methods the firm has just started another contest to familiarize youngsters with their girls' and junior misses' apparel before the opening of the school season.

The contest is opened to girls between the ages of 7 and 16 years and the awards of merchandise will be presented to the winners on September 11 in the girls' department on the third floor at 10:30 A. M. Employees or members of their families are not eligible to participate in the contest.

The requirements of the contest are that the girl must visit the apparel department on the third floor or the junior misses' department on the second floor and secure a blank describing the rules of the contest. The contestant must select a piece of wearing apparel from the store's stock and then, in a letter of not more than 300 words, tell why she chose the particular garment.

The early morning silence was pierced by a heart-rending shriek. Then all was still, save for a steady sobbing which seemed to tear at our very heart-strings. A still, white form lay on the ground. Towering over it was the awful creature who was responsible for the whole thing.

Another cry rent the air: "Mother, Henrietta's laid her morning egg."—*Iowa Frivol.*



*The Shield of a Great Name
Protects the Buyer*



Three Graces



CUT NO. 405
Crystal Optic Bowl
Amber Stem and Foot



ETCHED
"JULIA"
Crystal Optic Bowl
Amber Stem and Foot



CUT NO. 406
Crystal Optic Bowl
Light Green Stem and
Foot

These decorations show only three of the many available in our fine lines of lead blown tableware—HAND CUT; NEEDLE or PLATE ETCHED; GOLD ENCRUSTED AND DECORATED; SAND BLASTED. The range of shapes and patterns is wide—plain and all optics; crystal and solid colors; combinations of crystal bowls and colored stems and feet, and colored bowls with contrasting colors in the trim.

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Westmoreland Glass Co. Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



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Console Set

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Rooms 35-36-37,
111 Summer St.,
Boston, Mass.
Earl W. Newton &
Associates
9 N. Wabash Ave.,
Chicago, Ill.
Western Glass
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New Montgomery
St., San Francisco,
Cal.
Western Glass
Products Co.,
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Seattle, Wash.
Western Glass
Products Co.,
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Los Angeles, Cal.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are
Doing to Promote Trade in China, Glassware and Allied Lines

By BEATRICE MILLER WISNER

In view of the approaching cool weather, when the return from abroad and country summer resorts numbers thousands of persons, the New York market is beginning to put on its best dress to tempt those seeking a variety of utilities in the housefurnishing departments and in the lamp, china and glass divisions of the big stores who carry a large stock of these products. Very tempting prices are featured in the housefurnishing departments where electric time-savers are to be found, which are interesting shoppers who appreciate early fall values at price reduction.

Splendid values in housewares is being offered by Bloomingdale Bros., in a variety of special reduction prices. Aluminum ware double boilers of superior grade at \$1.45, sauce pot with cover, at 95 cents, tea kettles with cover at \$1.98; cup percolators at \$1.39; cake pans, extra deep, 39 cents; electric waffle irons at \$5.98; electric percolators at \$3.98, and electric toaster at \$2.98 are some of the culinary specialties at attractive sale prices. Gas ranges, pastry tables, metal medicine cabinets and a large assemblage of other household necessities are also being displayed at popular prices.

Mirrors of distinctive charm are being shown by Gimbel Bros. in their mirror shop on the sixth floor. These include three section mirrors, upright style, and Venetian style. These mirrors are constructed of plate glass, artistically framed in color tones to match any decoration. For buffets, mantel in oblong style to fit panels, for console tables, radio sets, couches, dressing tables or vanities, and the Venetian style mirrors, priced at \$.48 to \$37.50, are among the excellent values in these artistic numbers, which are interesting the home furnisher and for the up-to-date apartment, and the home furnisher of large or small abodes.

An attractive assemblage of specially priced household articles are being shown in the Housefurnishing Department of John Wanamaker. Sturdy food choppers, with cast frame in one piece and finely tinned all parts interchangeable, and self cleaning are priced at \$1.75 and \$2.75. These will cut course, medium or fine and are excellent choppers at the prices named. Coffee mills, to fasten to the wall with air tight glass canister, priced at \$1.25 and \$1.65, family scales, in white with nickel plated rim, priced at \$2.75 and \$3.75, and a large assortment of electric bulbs 6 for \$1.25, note some of the noteworthy low priced housewares which are stimulating the buying in the Department. Not too late for fine garden furniture, which is shown in a section of the Second Gallery of the

New Building. The objects are irresistible in superb character and utility for the up-to-date home ground. These list fine Carrara Marble benches, urns, lions, fountains, boxes and many other excellent items from the skilled hands of Italian marble cutters. The prices are consistent with the wares offered.

In the September sale at Stern Bros. of china and glass, there is an unusually attractive collection of items which are interesting the discriminating housewife. The luncheon sets displayed "Golden Maize," with a striking colorful central motif in red and dark blue, and a dark blue edge, in a new shape, at \$7.95 would tempt the most critical. Table crystal, a new "Rose Marie," in a glowing pink color in lead blown optic effect, showing water goblets, sherbets, fruit salad and refreshment glasses, priced at the modest figure of 35 cents each are enticing glasses in a beautiful rose tint.

For the housewife who appreciates the advantages of a good refrigerator for safeguarding foods, R. H. Macy & Co., is offering fine solid oak refrigerators at a popular price, \$26.75. These refrigerators are attractively constructed with the necessary compartments for ice and foods, measuring 48 inches high, 16 inches deep and 31½ inches wide, with a capacity for 100 lbs. of ice. Another indispensable household necessity is the electric washer, and these are shown in the basement under competent demonstrators, for a practical demonstration of washers is advantageous to every housewife, in order to know about all parts and construction to avoid hinderances and annoyance through ignorance of the running operation. These excellent electric washers are reasonably priced at \$94.50.

Mail Order House Business Big

Four per cent of the total retail business of the United States is done by 2,500 mail-order houses, according to a recent investigation by Edna M. Callahan, home economics extension specialist at the Ohio State University.

This trade, it is estimated, comprises 20 per cent of the merchandising business in small villages and rural communities. Modern conveniences and a rising social standard in the rural communities have increased the number of ready-made garments worn. Many of the large city department stores are adding a mail order department to care for the increasing demand of this service.

Approximately four-fifths of the mail-order customers are farmers. Rural community ways of living, generally speaking, are responsible for the growth of this type of business, Miss Callahan believes.

TRADE  MARK
CHINA

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INCORPORATED 1903
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SEMI-SQUARE—PLAIN EDGE

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Mail-Order Credit Crooks Cleaned Up

Mail-order credit frauds are now nearly eliminated following the final round-up and conviction of a group of crooks in Kentucky, Silas J. Whitlock, chairman of the National Association of Credit Men's Central Division Credit Protection Committee, says.

"These crooks flooded the mails with orders for merchandise," Mr. Whitlock says. "Their orders were tempting, particularly to firms that were experiencing poor business. Consequently, without investigating thoroughly and after accepting faked checks and faked references, many concerns made shipments. The goods were never paid for and the crooked merchants kept the cash they realized on them through sacrifice and job-lot sales."

Many of these people, it is declared, operated in Kentucky. One group did a so-called retail business in a town of a few hundred population, yet they bought enough for a town of several thousand. In many cases these men used each other as references. A few of them, the report shows, were daring enough to issue false statements of their worth to convince wholesalers that their credit was good. Still another band organized a fake bank to facilitate its fraudulent work.

"The association's prosecution work, and the increasing weariness of credit managers has made possible the practical elimination of gangs of mail-order crooks," Mr. Whitlock said. "The most recent case resulted in the sentence of two credit crooks to five years in the penitentiary, and a third person, a woman, to one year and a day. While this is very encouraging, business men should nevertheless remain on the watch for unsolicited orders that reach them from distant towns, even though the chances are small that such a first order may be from a crook."

Last Gimbel Rivet

Executives of Gimbel Brothers department store celebrated the driving of the last rivet in the new massive structure in Philadelphia recently with a luncheon on the twelfth story of the building.

As food came up in a cement hoist, Richard Gimbel, grandson of the founder, told a radio audience over Station WIP that just twelve months before the first pick had been driven into the roof of the store which formerly occupied the site. He said the tower of the completed building would rise 400 feet, and be exceeded in height here only by the City Hall tower.

The city was represented in the radio tower luncheon by Dr. E. J. Cattell, former city statistician and veteran Philadelphia booster.

"To Philadelphia the erection of this building is one of the most important developments of the Sesqui-Centennial year," Dr. Cattell declared, calling attention to the fact that the store, said to be the largest in the world, had been erected in a city 243 years old, and that the year had seen a building advance greater than that of any two former years.

In order to climb to the roof it was necessary for the visitors to cross from the seventh floor of the original building to the addition.

OUTBABLING BABEL —



THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

*A postcard request will
bring our rates.*

The CROCKERY *and* GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street

New York

New York Imports

September 9

S. S. Cedric from Liverpool, England

Sellers, C. W., 21 casks earthenware, 2 casks china
 Edminston, H. C., 7 packages crockery
 Bracher, A. J. & Co., 1 cask earthenware
 Lazarus & Rosenfeld, 19 packages glassware, earthenware, etc.
 Rowland & Marsellus, 5 packages earthenware
 Borgfeldt, G. & Co., 2 cases trays, 1 case earthenware
 J. D. Irwin & Co., 1 crate earthenware
 Gunthel, A. B., 114 cases glassware
 American Shipping Co., 29 cases earthenware
 Globe Shipping Co., 13 cases earthenware, glassware, etc.
 Olivier, A. & Co., 55 cases earthenware, etc.
 Strauss, P. A. & Co., 17 cases crockery, 29 barrels crockery
 Shackman, B. & Co., 3 cases crockery, 17 cases toys
 Levy Bros. China Co., 11 cases glassware
 Sommers, E. L. & Co., 1 case crockery, 4 cases toys
 Lazarus & Rosenfeld, Inc., 54 crates crockery
 Mueller, W. G., Inc., 85 cases crockery
 Rosenthal China Corp., 55 cases crockery
 Order—27 cases glassware, 41 cases crockery

S. S. Cameronia from Glasgow, Scotland

Kupper, H. C., Inc., 5 crates earthenware

S. S. Carinthia from Liverpool, England

Boote, E., 9 packages earthenware and china
 Justin Tharaud, Inc., 8 crates (?) ware
 Dickinson, E. B., Inc., 11 packages (?) ware
 Leyland, P. N., Inc., 11 packages earthenware
 Meakin & Ridgway, Inc., 12 packages earthenware
 Plummer, W. H. & Co., 1 hoghead earthenware
 Hampton, J. W., 1 crate earthenware
 Wanamaker, J., 7 packages glassware, etc.
 Davison, J., Inc., 7 packages glassware, china, etc.
 Hearn, J. A. & Sons, 4 cases cottons, etc.

S. S. Tuscania from London, England

Robold, J. C. & Co., 1 case earthenware

S. S. Suffren from Havre, France

Graham & Zenger, 2 cases glassware
 Bane, W. L. & Co., 6 cases crockery
 Lewis & Conger, 3 casks glassware
 Lund Art Co., 5 cases crockery
 Haviland & Co., 18 casks chinaware

September 10

S. S. Paris from Havre, France

Tablot, J. A., 1 case crockery
 Inwald, J. Glass Co., 7 cases glassware
 Devoy, H. J. & Co., 1 case porcelain, 1 case porcelain
 Sellers, C. W., 1 cask crockery
 Roger Gallet, 45 cases glassware
 Woolworth, F. W. & Co., 7 cases glassware
 Irvington Bros., 7 packages glassware
 McCreery & Co., 2 cases glassware
 Capital National Bank, 4 cases chinaware
 Bernardaud & Co., 11 casks china
 Haviland, T. & Co., 53 casks china

S. S. West Arrow from Rotterdam, Holland

Byrnes, W. J. & Co., 2 cases earthenware
 Abraham & Straus, 3 cases earthenware
 Venon, J. H., Inc., 113 cases glassware
 G. & H. Transport Co., 1 case effects
 Burdett, D. H., Inc., 2 cases glassware

S. S. Duilio from Genoa, Italy

Noe, W. R. & Sons, 2 cases glass

September 11

S. S. Albert Ballin from Hamburg, Germany

Wallace, F. E. & Co., 1 case glassware
 Van Oppen & Co., 1 case porcelain
 Taub Hummell & Schnall, Inc., 1 case china
 Pitt & Sanborne, 1 case chinaware
 Young, D. F., 7 cases hollow glass
 Commonwealth Bank, 2 cases crockery
 Straub, P. A. & Co., 1 case earthenware
 Abraham & Straus, 3 cases glassware
 Wolff, H. & Co., 1 case glassware
 Chemical National Bank, 4 cases glassware
 R. & G. Import Co., 1 case glassware
 Syndicate Trading Co., glassware
 Titan Shipping Co., 3 cases glassware
 Chatham & Phenix National Bank & Trust Co., 20 cases earthenware
 Ruhe, F. H., 1 case earthenware, 2 cases glassware
 N. Y. Merchandise Co., 19 cases glassware
 Bengol Trading Co., 5 cases glassware
 Bank of United States, 18 cases crockery

Sullivan, W. C. & Co., 46 barrels crockery
 Wetheimer, Plehn & Levy, 6 cases crockery, 1 case glassware
 Gallagher & Ascher, 37 cases earthenware
 Schenkers, Inc., 94 cases glassware
 Wanamaker, J. L., 6 cases toys, crockery, etc.
 Goldman, Sachs & Co., 16 cases toys, crockery, etc.
 Guthman, Salomon & Co., 9 cases glassware
 Sheldon, G. W. & Co., 21 cases crockery and earthenware
 Schoemann & Mayer, 1 case chinaware
 Weiss Forwarding Co., 1 case hollow glass
 Friedlander, O. Co., 21 cases glassware, etc.
 Stern, S., 29 cases crockery and glassware
 Inwald, J. Glass Co., 1 case glassware
 Wolf, L. & Co., 19 cases toys, crockery, etc.
 Koscherak Bros., 21 cases crockery, 5 crates hollow glass
 Macy, R. H. & Co., 57 cases toys, crockery, etc.
 Globe Shipping Co., 304 cases toys, crockery, etc.

September 13

S. S. Aquitania from Southampton, England

Saks & Co., 11 cases glassware, etc.
 Bernard, J. E. & Co., 4 cases glassware
 Kronfeld Saunders Co., 4 casks earthenware
 Bloch, L. D. & Co., 34 cases glassware
 Woolworth, F. W. & Co., 292 cases earthenware

September 14

S. S. President Harrison from Kobe, Japan

Soy Kee & Co., 81 cases earthenware, 270 cases chinaware
 Fo Sing Yuen Co., 10 cases chinaware
 Ross, G. & Co., 5 cases porcelains
 Fondeville, A. J. & Co., 1 cask eware
 Straub, P. A. Co., 4 cases crockery
 Herbert & Neuwirth, 4 barrels eware
 Globe Shipping Co., 32 cases eware, etc.
 Tiffany & Co., 4 barrels glassware
 Kahla China Corp., 53 cases crockery
 Justin Tharaud, Inc., 13 cases crockery
 Butler Bros., 63 cases crockery
 Straus, N. & Sons, 11 casks crockery
 Rehberger & Saul, 15 cases crockery
 Rosenthal China Corp., 4 cases crockery
 Rosenthal China Corp., 21 cases crockery
 Lazarus & Rosenfeld, 14 crates crockery
 American Shipping Co., 50 cases eware, etc.
 Goetz, O., Inc., 49 packages crockery
 N. Y. Merchandise Co., 471 toys, crockery, etc.
 Mitchell Bissell Co., 17 cases crockery
 Order—40 cases glassware, 4 cases earthenware
 Kupper, H. C., Inc., 10 crates eware

S. S. Berlin from Bremen, Germany

Hirsch, J. B. Co., 5 cases glassware
 Henjes, F., Jr., 7 cases hollow glass
 Sheldon, G. W. & Co., 19 cases eware
 Sullivan, W. C. & Co., 40 packages china
 Equitable Trust Co., 15 crockery
 Rosenthal China Corp., 40 cases crockery
 Rosenthal China Corp., 5 cases crockery
 Calhoun Robbins & Co., 1 case chinaware
 Strauss, Hohenstein 5 cases glassware
 Rietmann Picer & Co., 1 case crockery
 Hague, A. J. & Co., 36 cases toys and glassware
 Pomerance, S. H. & Co., 16 cases toys
 Globe Shipping Co., 20 cases toys and crockery
 Lindt Chocolate Co., 292 cases toys, crockery, etc.
 Borgfeldt, G. & Co., 225 cases toys, etc.

September 15

S. S. Asiatic Prince

Foster, W. A. & Co., 6 cases glassware
 Fourman Bros. & Co., 11 cases crockery
 Borgfeldt, G. & Co., 2 cases earthenware
 Lazarus & Rosenfeld, 40 cases crockery
 Woolworth, F. W. & Co., 3 cases crockery
 Van Straten, B. A., 206 crates glass and china
 Vandegrift, F. B. & Co., 15 casks crockery
 Graham & Zenger, 5 cases glassware, 6 casks crockery
 Wanamaker, J., 62 crockery
 Straus, N. & Sons, 46 cases eware, 59 cases glassware
 Notman, A. H. & Co., 7 cases eware
 Bing, F. & Co., 62 packages marble works
 Kupper, H., Inc., 2 cases eware
 Khouri, A. N. U. Bros., 39 gps. eware marble works, etc.
 Gimbel Bros., 6 casks crockery
 Daniels & Fisher, 10 cases crockery
 Lazarus & Rosenfeld, Inc., 11 casks crockery
 Dierck, C. J., 8 casks crockery
 Hudson Forwarding & Shipping Co.

Modern Plan Brings Profit

(Continued from page 9)

Each week his sales exceed that, he receives 4 per cent on all over that amount. If he falls below this amount, he receives his drawing account just the same. At the end of the year, he figures up his sales and takes 7 per cent of the total for his next year's salary. This selling expense may seem high, but with better help we manage to live in the overhead more than the difference."

Pottery News

(Continued from page 12)

General Manager W. J. Frey. "We have just put in several new stock patterns," Mr. Frey said, "and these will be ready for the trade within a few weeks. The demand for print and line patterns is very good with us. From our point of view, business is in a very healthy state." Soon after the new year this interest will erect a new decorating shop and install other factory equipment in order that a greater production can be obtained.

Atlas China Co. Has New "Ideal" Shape

A new shape that has been named the "Ideal" is announced by the Atlas China Co., Niles, O., of which interest A. O. C. Ahrendts is president. "This dinner shape is made along attractive lines, and with some very exclusive patterns we have selected, we are very optimistic as to the success of the shape. We have already started to look business on this shape from advance showings, but all of this business is for future delivery." Continuing, Mr. Ahrendts said: "Business has been very good with us all this year, and we are more than pleased with the outlook for the remaining part of the year." During the first few months a number of improvements have been made at this plant, and within the next ten days this program will have been completed. The factory additions have been designed with a view of obtaining additional production, both in the clay department and the decorating shop.

Glass News

(Continued from page 15)

Glass Lighting Fixtures Coming Back

According to Robert G. West, in charge of the Pittsburgh sales district for the Kopp Glass, Inc., Swissvale, Pa., and the Ft. Pitt-Jeannette Glass Co., with offices at 604 Chamber of Commerce Building, glass shades, portable lamps and lighting glassware or fixtures "are coming back strong." Mr. West was formerly in charge of the Pittsburgh sales department for the Pittsburgh Lamp, Brass & Glass Co. Both of these firms Mr. West is representing here are issuing a number of new items for the fall trade, and these are now being shown by Mr. West.

Louis Glass Co. Begins Operations

Fires have been lighted at the new plant of the Louie Glass Co., Weston, W. Va., and the factory will be in its first production of ware about the first week in October or thereabouts. A general line will be featured at this new factory, the construction of the plant beginning early in the summer. The factory will employ when in full operation about 250 people, and its location at Weston was secured through the efforts of the Chamber of Commerce of that place.

Rebuilding Maryland Glass Co.

Work has been started rebuilding the destroyed portion of the finishing department of the Maryland Glass Co., Cumberland, Md., which was damaged by fire Wednesday of last week. Considerable finished ware ready for shipment was lost as a result of the fire, the loss being placed at about \$10,000.

Warns of Installment Era

(Continued from page 21)

will operate to reduce the seriousness of this danger.

"But, in addition to the decrease in the purchasing power of the public, it should be remembered that the necessity for paying for goods already bought on the installment plan must also be taken into consideration, and that this burden falls quite as heavily upon stores which do not sell on this basis as upon those which do. If, for example, a man has a \$10 bill with which he intends to buy a pair of shoes, but recalls that he has to make a \$10 payment on his washing machine or his car, the shoe store loses the sale and the loss is directly traceable to the installment system, in spite of the fact that the store which sells shoes has not as yet reached the point where it advertises footwear at a dollar down and a dollar a month.

"Every sign, therefore, may be said to point, not to any serious slump in retail business or to a widespread depression, but to a lessening of the advance in sales volume and profits which has marked the last three years. The remaining months of 1926 and at least the first half of 1927 should be a period of very careful merchandising, coupled with the use of every legitimate means to stimulate collections and to prevent accounts from slipping so far behind that any considerable portion of them must be charged off the books."

Hobart Joins Weiboldt

C. Hobart, formerly labor manager of the International Tailoring Company, has been named general superintendent of the three department stores of Chicago, operated by W. A. Weiboldt & Co.

He succeeds K. M. Starr, who resigned recently to become vice president and general manager of the Pelletier Stores Company, Topeka, Kan., after an association of fifteen years with the Weiboldt stores. Arthur R. Montgomery has been made manager of the West Side department store of the Weiboldt Company. He was formerly sales manager of the Milwaukee Avenue Store and succeeds B. F. Crane, who resigned recently.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

COMMISSION MEN WANTED

WANTED commission men to sell as side line, light cut glass tableware in crystal and colors. Some good territory now open including New York City and Chicago, Illinois. Catalogue on request. The Marion Glass Manufacturing Company, Marion, Ohio.

Buyers in New York

SEPTEMBER 9, 1926

G. D. Smith, house furnishings, toys, H. E. Bacon Co., Evansville, Ind., 11 East 26th St. (McGreevey, Werring & Howell).

C. Karger, house furnishing goods, M. Feinberg Co., Beaumont, Tex., 455 Seventh Ave., care of J. B. Folz Co.

R. A. Illsley, gifts, leather goods, Barnard Sumner & Putnam Co., Worcester, Mass., 432 Fourth Ave.

SEPTEMBER 10, 1926

Mr. Moreland, house furnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St. (B. R. Levis).

Miss B. Prager, gift shop merchandise, Sanger Bros., Dallas, Texas, 455 Seventh Ave.

G. D. Smith, house furnishing goods, H. E. Bacon Co., Evansville, Ind., 11 East 26th St.

C. W. Scharbley, house furnishing goods, C. H. Eyerly, Hagerstown Md., 105 Grand.

MONDAY, SEPT. 13TH

Mr. H. D. Harris, china glass, Marshall Field & Co., Chicago, Ill., 200 Madison Ave.

E. Kleinstiver, house furnishing goods, Herman Straus & Son, Louisville, Ky., 11 E. 26th St. (McGreevey, Werring & Howell).

W. F. Hallowell, house furnishings, china, glassware, C. T. Sherer Co., Worcester, Mass., 105 Grand. (Jay & Co.)

WEDNESDAY, SEPT. 15TH

C. H. Clark, silverware china, toys, house furnishings, Edw. Malley Co., New Haven, Conn., 432 Fourth Ave.

F. E. Bacon house furnishings, F. E. Bacon Co., Rome, N. Y., 115 W. 30th St. (F. V. Levis).

L. Goldsmith, china housefurnishings toys, Scranton D. G. Co., Scranton, Pa., 115 W. 30th St. (F. Levis).

J. Hertzberg, china, glassware, silverware, housefurnishings, S. Kahn Sons Co., 128 W. 31st St. (Weill & Hartmann).

New York Showrooms

(Continued from Page 17)

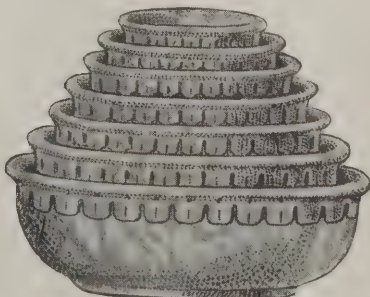
while others are not. Fifteen different assortments of Czecho-Slovak cased glass console sets embellished with fancy sterling silver decorations and hand painted enamelled birds and figures are also being shown among the new things. An unusually fine display of cased glass vases, boxes, baskets in a wide variety of colors that are especially suitable for dollar day sales are also interesting.

"NUROCK"

The most popular
BAKING AND
SERVING
WARE

made in America

Sells because its
serviceable,
light and
anitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

PETER POTTER



PETER POTTER SAYS: Et looks like they wuz goin' to be a general migration of crockery 'n glass men to the Essex County Country Club links wher th' trade plays there nex Tuesday. Near everyone I meet sez he will be there. I sure hope no one pull thet joke bout th' feller what wuz asked ef he played golf with knickers. "No," he sez, "with white people."

Trade Conditions

Helped by the better weather, the advance of the season, and slightly larger estimates of grain crops, particularly corn, wholesale and retail trade have shown rather distinct steps forward this week, declares *Bradstreet's*. The month-end statistics confirm the reports of larger than-normal trade in August, with only slight decrease recorded where recessions actually occurred, and with very general gains over a year ago visible in most cases.

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

- Glendenefancy
- Highlandplain
- Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories
Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

Established 1869

B. F. DRAKENFELD & CO. Inc.

50 Murray St.

New York



VITRIFIABLE
COLORS

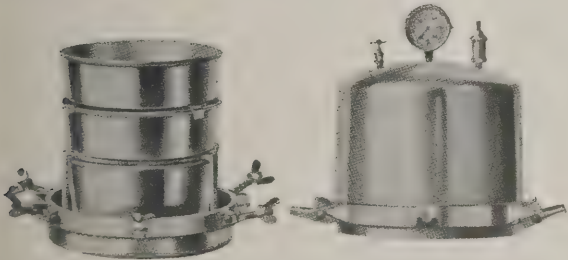
Overglaze—Underglaze—Glass—Oxide



DECORATING SUPPLIES

Brushes — Printing Tissue — Oils — Banding
Wheels etc.

The New Improved
Steam Pressure Cooker



The Whitehouse Cooker

- A Beautiful Substantial Utensil Constructed of the Highest Grade Aluminum
1. **EXCLUSIVE FEATURES.** The only cooker that opens automatically and that completely exposes all inner utensils when the top is removed.
 2. **FOOD BETTER COOKED.** All foods cooked in a steam pressure cooker are more palatable and digestible.
 3. **AN ECONOMY.** Lower priced meats and inexpensive food can be made as appetizing and nourishing as the most expensive.
 4. **A CONVENIENCE.** Minutes in place of hours required to cook a meal. It needs no watching. There is no burning, wasting or spoiling of food, unpleasant odors, or stifling heat.
 5. **A FUEL SAVER.** You save about 75% fuel. Foods requiring two hours the old way need only thirty minutes when placed in a WHITEHOUSE STEAM PRESSURE COOKER.

Sole Representatives for the East

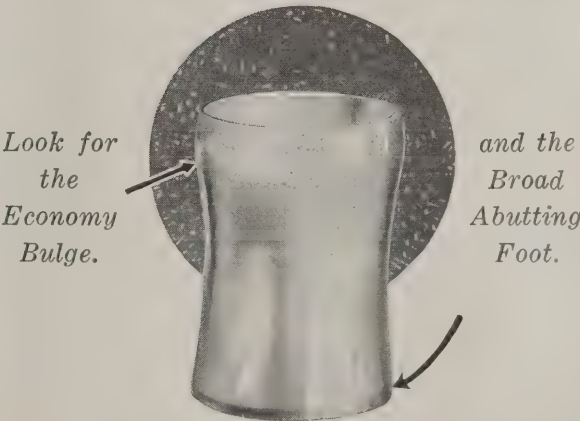
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ECONOMY TABLE TUMBLERS



A Tumbler Worth Advertising

If you are looking for a tumbler that has real merits and is worth advertising, consider the Economy. It has an attractive shape that fits the hand. Edges cannot touch. Difficult to chip or break. Hard to upset. Cannot be nested. In sizes from 3 to 18 oz., plain and etched. Fine lead blown glass. Table tumblers in barrels of 18 dozen or carton of 6 dozen.

Sold only through distributors.

ECONOMY GLASS CO.

MORGANTOWN, W. VA.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass. Mfrs of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.

Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.

English China. Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China. Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.

Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.

Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.

The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.

Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.

Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware. Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.

Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave. Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY

Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

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for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krauthelm"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 134 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

**LAMPS, SHADES AND LIGHT-
ING FIXTURES**

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
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NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind," "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Chas. J. Dela Croix Co., representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

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ART INDUSTRIES, INC., *225 Fifth Ave.*
Sole Manufacturers of "Lavinite" Art Ware, Table, and Boudoir Lamps. Novelties and \$1.00 Specials.

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Manufacturers and Importers, Earthenware, China and Glassware.

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THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room. 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

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Entire 5th Floor

N. W. corner of 17th Street
Telephone Watkins 8467

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Imperial Glass Company
Huntington Tumbler Co.
Bonita Art Glass Co.
T. B. Clark & Co.
S. K. Bitner & Co.

Dinnerware

The Homer Laughlin China Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

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FLOGEL DECORATING WORKS.
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Dealers and Decorators of Fine Glass and China. R. H. Fogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *Fifth Avenue Building.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

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Representing: Fenton Art Glass Co., Glassware, cut, colored and plain. Sterling Glass Co., Fine Heavy Cut Glass. Westmoreland Glass Co., High Grade Table Glassware and Specialties. Indiana Glass Co., Pressed Table Glassware and Lamps. West End Pottery Co., Dinnerware and Specialties. Co-Operative Flint Glass Co., Table and Soda Fountain Glassware, Aquaria, etc. Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., Hotel China. National China Co., Quality dinnerware. Paden City Glass Mfg. Co., Table, soda fountain glassware. Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*
McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*
Representing The Coshocton Glass Corp. The Belmont Tumbler Co. Sneath Glass Company Jackson Vitrified China Co. W. I. Tyser Pottery Company.

HENRY WITTE, *43 West 23rd St.*
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.



SALES REPRESENTATIVES:

N. Y. Office—John L. Pasmanter & Sons, 5 W. 20th Street
Chicago Office—Gordon A. Weese, Room 348 Hotel Morrison
Eastern Representative—Herbert A. Wellington, Boston, Mass

The
Crooksville China Co.
Crooksville, Ohio

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

For use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
C O M P A N Y
Beaver Falls-Pa

Kopp Glass, Inc.

Successors to

Pittsburgh Lamp, Brass & Glass Co.'s
(Swissvale Plant)

Manufacturers of

Delica White Cased Glass

Crystal
Colors
and
Cased for
Illuminating
Uses



Kopp Railroad
and Marine
Signal Glass
Special Glass
for
Special Purposes

Novelties and Specialties

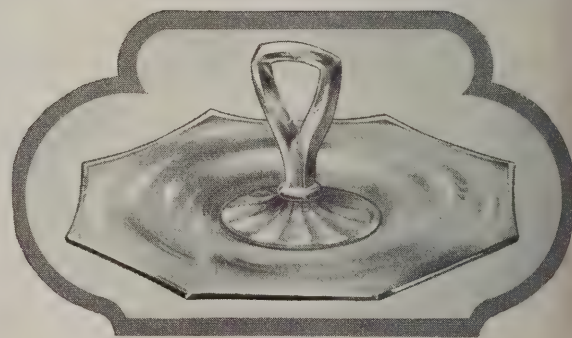
K. G. I. Aims to SATISFY

KOPP GLASS, Inc.

Swissvale, Pa.

NICHOLAS KOPP
President

HARRY A. ROSS
Sales Manager



No. 10-2 Octagon

SANDWICH TRAY

A new item of more than usual beauty made from fine clear pot glass. It has been admired wherever it has been shown and nice sales have resulted.

Furnished in crystal and blue, green, amber and the new peach melba; a beautiful rose color. Packs 2 dozen to the barrel and is worthy of a trial. Write today for prices; or better yet, order a barrel and watch them sell.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

The Next Time

you want

A Job

A Line

A Salesman

A Buyer

or anything else connected with
the China, Glass, Housefurnish-
ing and Lamp Trades

Advertise for it in the Classified
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Crockery AND *Glass Journal*

THE REPRESENTATIVE PAPER OF THE INDUSTRY
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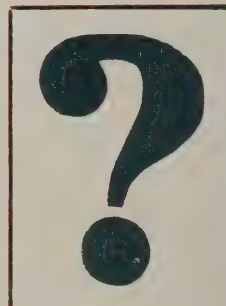


Vol. 103, No. 12

SEPT. 23, 1926



Will It Interest You



- To know the names of the best manufacturers and wholesalers in the lines you are interested?
- To know where you can get the goods you want?
- To know what the latest news of the trade is?
- To know how to increase the efficiency of your department?
- To have a permanent New York mailing address?
- To receive information about any particular line?
- To receive a reminder of coming events and activities?
- To be advised about important changes in the trade?
- To be listed in advance of your coming to the New York market?

CROCKERY AND GLASS JOURNAL

will do all these things for you

Clip the coupon below and receive
the paper regularly each week.

DEMAREST PUBLICATIONS, INC.,
45 East 17th Street,
New York.

Gentlemen:—

Please send the CROCKERY AND GLASS
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Edition and Spring and Fall Buying Num-
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SUBSCRIPTION PRICE

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\$3.00 a year

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BORGFELDT'S

New Import Lines

GEO. BORGFELDT & CO.,
111-119 EAST 16TH STREET NEW YORK



The York Shape

What so perfectly graces a table as charming dinner-ware?

A real vision has conceived this artistic and graceful York Shape. Its popularity is greatly added to by the large number of striking new decorations in which it is offered.

THE EDWIN M. KNOWLES CHINA CO.
EAST LIVERPOOL, OHIO

Now Ready



The Yellowstone Dinner Service

**Ivory Body
Exclusively
Octagon Model**

The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain octagon outlines, provide the ideal frame and background for the score of original decorations especially designed for this model.

Many of the discriminating buyers who have already had opportunity to inspect the Yellowstone have been good enough to pronounce it the outstanding creation of the year, one destined for unrivalled popularity.

The Prices Will Be an Agreeable Surprise

The 1926 Line Will Be

Yellowstone shape in Ivory Body only
Kwaker shape in both Ivory and White Bodies
Empress, Republic and Hudson shapes in White Body only
Complete Line of Cable Staples in White Body only
Complete Line of Hotel Ware, Double Thick, White Body
Complete Line of Hotel Ware, Half Thick, White Body
A good assortment of Toilet shapes

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body. The ivory is slightly more expensive, but you may agree that it is worth the difference and more.

PRODUCTION

The equivalent of forty kilns on Ivory.
The equivalent of sixty kilns on White.

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.

OUTBABLING BABEL —



THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

*A postcard request will
bring our rates.*

The CROCKERY *and* GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street

New York



DECORATION NUMBER 135-G

An exceptionally attractive decoration on our
GLORIA SHAPE.

The KNOWLES, TAYLOR & KNOWLES CO.
EAST LIVERPOOL OHIO

THEODORE HAVILAND & CO. INCORPORATED

26 West 23d Street :: :: New York

The CHAMBORD

An exclusive creation on the lovely Pilgrim shape

The broad, lustrous ivory band, finishing in a border of subdued mist blue edged with gold, gives this design a particularly delicate beauty.

Richly colored flower and bird groups are softened by the creamy whiteness and deep rich glaze which results from a patented kiln-firing process. This method makes possible a china so hard that only a diamond will scratch it, and gives to color-decoration an extraordinary soft brilliance.

The same design and shape, bordered with harvest yellow, is of equal beauty. Ask for the Eden—with or without the ivory band.



ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday
By

DEMAREST PUBLICATIONS, Inc.
45 EAST 17th STREET NEW YORK

SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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Vol. 103

September 23, 1926

No. 12

AS THE EDITOR SEES IT

Customers Won't Like It

How many times have you heard it said, when some one advocates a change in store policy—particularly one which entails the elimination of service of some kind—"The customers won't like it?" and how many times does it happen that this vague fear of possible displeasure on the part of the purchasing public is sufficient to sidetrack a movement which would have effected a real economy of one kind or another?

It happened in Boston not long ago when the Retail Trade Board, after a careful investigation, suggested that errated bags be used instead of the die-cut bags with unummed flaps.

"Oh, no," said the purchasing agents of many of the larger stores, "that wouldn't do at all! Customers wouldn't like it. They're accustomed to the die-cut bags and the unummed flaps. They'd complain about the others at once. So what does it matter if they are cheaper. What's a few dollars against incurring the ill-will of the public?"

Excellent theory. The only trouble was that it didn't work out in practice. The Retail Trade Board succeeded in getting one or two of the big stores to try out the cheaper bags. A week or two passed without a single com-

plaint. Then a month or two. Still the anticipated storm of disapproval failed to break. In fact, so far as could be discovered, not a single customer noticed the difference or, if they did, they didn't say a word about it.—*Retail Ledger*.

A Contented Existence

Not long ago the Editor was driving over the mountains back in Sussex County, N. J., with a friend bound for a fishing trip. It was dusk and the sun was just dipping its golden head behind a purple mountain. Suddenly the stillness was broken by the ding dong of a bell.

"Strange, a bell, surely there are no trains away back here." A glance to the left answered the question. Snuggled serenely midst verdant trees and foliage were a cluster of little white buildings and in the center a building with its cross towering skyward.

A bearded monk in the foreground was pulling a rope that rang the bell which drew our attention to the scene. How peaceful it all seemed and what a contented existence these devout men must lead.



CAUGHT IN THE NEWS NET



MANAGER of the import china department of Louis Wolf & Co., J. S. Lauterbach, who has been in Europe for the past four months was a passenger aboard the *Lancastria*, which docked last Monday. On his homeward voyage he had the unpleasant experience of passing through the tail end of the recent hurricane which did so much damage in Florida the early part of this week. Mr. Lauterbach while abroad consulted with the heads of the various factories his firm represents in this country and reports that he has secured control for representation here of some special English lines in addition to his regular German importations.

George Higginson, with Johnson Bros., left last Thursday for a tour of the middle west in the interest of the line. He expects to be away until November 1.

Fred C. Reimer, head of Fred C. Reimer & Co., Inc., importers, departed last Sunday for Chicago, where he opened up his lines on Monday. From there he will proceed to the coast reaching New York again he hopes in time to eat Thanksgiving dinner at home.

Italo E. Fronani, china and glassware buyer for Woodward & Lothrop, department store, Washington, D. C., arrived in New York, Tuesday. He departs for the Capitol today.

David Fisk, treasurer of the importing house of Lazarus & Rosenfeld, Inc., left this week on a business trip in the interest of his firm that will take him to Toronto and from there to Chicago. According to his plans Mr. Fisk expects to return to headquarters this coming Sunday.

Edward O.B. Gonja, of Rockland, Me., accompanied by Mrs. Gonja, arrived in New York this week to place some orders for crockery.

Joseph Witek, prominent St. Louis florist, stopped in New York this week enroute from the Sesqui-Centennial at Philadelphia and placed an order for some pottery with a local manufacturer's agent.

Included among the buyers in New York this week were O. H. Harris, china and glassware buyer for S. P. Dunham & Co., Trenton, N. J.; Miss E. R. Browne, Handiwork Shop Director for the Women's Educational and Industrial Union, Boston, Mass.; Mrs. S. A. Patterson, china and glassware buyer for Knight & Wall Co., Tampa,

Fla.; Mrs. H. D. Bell, of R. E. Bell & Co., Sharon, Pa. R. H. Yarwood, with Beir Brothers, Niagara Falls, N. Y. Miss Baldack, with Bry-Block Mercantile Co., Memphis Tenn., and Sam Natkin, china lamps and glassware buyer for Mandell Bros., Chicago.

Lampe at Lansburgh's

David Lampe will take up his new duties as advertising manager of Lansburgh & Bro. department store, Washington, D. C., this week. Mr. Lampe was formerly advertising manager of The Hub and other Hecht stores in Baltimore. At present his place in Baltimore is being filled by his assistant, Kenneth D. Engle.

Klingaman Resigns

O. A. Klingaman, well known retail selling expert, has resigned his post as sales promotional adviser at Harris-Emery's department store, Des Moines, Ia. He has been with the store for the last year. Before that he was with Wm. Filene's Sons Company, Boston, the University of Iowa and the merchandising staff of the National Retail Dry Goods Association, New York.

His plans for the future have not as yet been announced.

Ville De Paris Drops Name

The name Ville de Paris, Los Angeles, widely known Pacific coast department store has been changed to the B. H. Dyas Company. The announcement was made recently by Herbert Wilson, sales manager of the store. Until recently the name B. H. Dyas Company was used only for the sporting goods department on the main floor of the store.

Angle Joins Kaufmann's

J. H. Angle has been named advertising manager of Kaufmann's Department Stores, Inc., Pittsburgh. Before coming to Pittsburgh Mr. Angle was associated with Hutzler Brothers, Inc., Baltimore department store, as sales manager. At one time he was with Las Salle & Koch Company, Toledo, and the Powers Mercantile Company, of Minneapolis.

In his new capacity Mr. Angle will be responsible to F. A. Weston, director of the publicity for the store.

Big Autumn Sale at Bloomingdale's

Bloomingdale's recently announced its long-planned autumn sale through the newspapers of the city.

In the center of a six-column ad was a crayon sketch

the store with the sign "Est'd 1872, Block Long, Block Wide, and Growing."

"Why is the business of this store increasing every year faster than the average increase of all the large stores in the city?" the center copy read.

"Because—it has something for everybody all the time. Large, varied assortment of seasonable goods at Manhattan's most moderate prices.

W. S. Pitcairn Low Man in Monthly Golf Tournament at Essex County C. C.

W. S. Pitcairn, playing on his home course, the Essex County Country Club, West Orange, N. J., Tuesday, was low man in the monthly golf tournament of the Pottery, Glass and Brass Salesmen's Association. His score was 82, minus an allowance of four strokes, making an 82.

J. J. Hines was second with 109, less 22 strokes handicap, for an 87.

W. S. Pitcairn was host for the day.

The following scores were turned in:

Player	Strokes	Hdcap.	Net
R. Nakayama	92	4	88
K. Satow	94	6	88
Kishi	117		
Arieka	109		
L. Wedgwood	106	17	89
Irvin	88		
S. Owen	96	4	92
S. Hinman	111	17	94
S. Pitcairn	86	4	82
J. Hines	109	22	87
E. Dolfinger	119	10	109
G. L. Lobsitz	128	30	98
Stirling Maxwell	125		

China, Glass and Gift Association Launches Plan for Winter Gift Show

The officers and committees of the China, Glass & Gifts Association of Chicago have already set about the work of arranging for the second annual China, Glass & Gift Show to be held at the Sherman Hotel from Jan. 24th to Jan. 29th. President W. C. Owen is enthusiastic about the possibilities of spreading the scope of this merchandise shown and increasing the attendance materially. Every effort will be made, not only to secure the interest of gift buyers of the country, but the pottery and glassware buyers as well. In view of the fact that many of the officers of this association are also active in the management of the Summer Gift Show at the Hotel Sherman, the coming Winter exhibit will be conducted along the same high grade plans.

The publicity committee headed by Ralph B. Kraetsch, secretary of W. C. Owen, Inc., is about to inaugurate an advertising campaign which will embrace direct mail as well as trade paper advertising.

The entertainment committee will again be headed by Walter Larsen of the Regal Art Co., who so capably conducted the memorable social function last year at the Fur Club during the Winter Show.

Due to the low stocks of merchandise in the hands of

merchants of the country just following the Holiday season there is every assurance that the buyers will welcome an opportunity such as the Winter show presents to replenish their stocks the latter part of January when their inventory work has been completed.

"Eddie" Hammond Wins Another Race With Miss Westchester 2nd—Averages 40 15/100 Miles an Hour—World's Fastest Boat

"Eddie" Hammond, popular manufacturer's agent, continued his winning streak with his speed boat, Miss Westchester 2nd, at the Corinthian Yacht Club, Washington, D. C., last Saturday and Sunday.

Mr. Hammond piloted his boat home in first place after losing the first two heats to Spitfire. The race was run on a scoring basis for three heats. In the first heat Miss Westchester 2nd finished third; in the second heat in second place and first in the third heat. His score was 900 points, as compared to 800 for Spitfire.

Miss Westchester 2nd behaved very badly in the first two heats and was unable to show her best speed. For the third heat Mr. Hammond had a new magneto installed in his craft and she managed to win, although the connecting rod became loose near the end of the race and the boat finished on only three cylinders. Her average speed was 40 15/100 miles an hour and experts declare her to be the fastest boat in the world in the 151 Class.

Mr. Hammond received a beautiful silver trophy and a cash prize of \$200 for his victory.

Next Saturday and Sunday Miss Westchester 2nd will compete against twenty-five boats for a \$400 purse at Baltimore. This will mark her last start of the season following which she will be taken out of the water and stored until the season opens in Florida.

No "Gift" Wrapping After Thanksgiving

A uniform policy in regard to the wrapping of Christmas gifts this year has been adopted by department stores according to Harry Hogan, of the Retail Merchants Association.

In line with the policy, the stores will not furnish gift boxes or wrap as gift purchases of less than \$1. No purchases of customers will be wrapped as gifts without authorization of floor manager, though gift boxes may be furnished if the purchase is large enough.

One of the most noteworthy parts of the agreement, however, is that which declares that during the Christmas rush period, which is assumed to start right after Thanksgiving, no merchandise will be wrapped as a gift under any circumstances.

Diamond Now General Manager

Carl Diamond has been named general manager of Cromer-Cassel's department store, Miami, Fla., to succeed Charles F. Jones, who resigned recently.

Mr. Diamond started with the store ten years ago when the personnel numbered about a dozen. Today it boasts a selling and nonselling organization comprising more than 400 employees.

Change Shown In Dept. Stores' Seasonal Ratios

Figures for seasonal variation in department store trade, which were included in the survey of the Harvard Bureau of Business Research this year show considerable difference from those adopted by the Federal Reserve and used as a standard by the latter body in calculating its figures for department store volume from month to month "adjusted for seasonal variation."

For instance, according to the Federal Reserve standard October normally should run about 112 per cent of the average month and November 113 per cent. While according to the Harvard figures, department stores doing more than \$1,000,000 a year normally show 115.8 per cent for October and 108.4 per cent for November. And stores doing less than \$1,000,000 show 117.3 for October and 111.5 for November.

The Federal Reserve figures indicate that a department store should show about the same volume for November as for October or a trifle better, while the Harvard calculation shows that they should do noticeably better in October than November.

It is not surprising, however, that there should be a discrepancy between the Harvard and the Federal Reserve calculations, since the former, it is stated, are based on the department store experience for the years 1923, 1924 and 1925, and the Federal Reserve standard is upon experience of the years 1919 to 1922 as a base.

The apparent indication of the discrepancy, of course, is that the form of seasonal variation in department store sales is in itself a changing quantity, and that adjustments of actual monthly sales percentages to eliminate the seasonal variation factor are no longer dependable if based upon the standard of 1919-to-1922 experience.

Seasonal variation figures as worked out by the Harvard Bureau on the 1923-25 basis, as compared with the Federal Reserve basis of 1919-22, are:

	Harvard Bureau figures for stores Over \$1,000,000 Per cent	Under \$1,000,000 Per cent	Federal Reserve figures Per cent
January	84.3	82.6	87
February	77.9	70.5	77
March	96.8	94.2	100
April	102.2	104.1	104
May	102.6	105.7	103
June	96.4	100.8	100
July	77.7	81.3	75
August	79.8	78.5	78
September	92.4	92.5	91
October	115.8	117.3	112
November	108.4	111.5	113
December	165.7	161.0	160

Figures for seasonal variation of inventories also are presented in the Harvard report for 1925. They are:

	For stores over \$1,000,000	For stores under \$1,000,000
January	87.7	87.8
February	95.8	95.3
March	104.0	104.6
April	105.8	106.2
May	102.2	102.9
June	96.5	97.0
July	91.9	93.4
August	96.3	95.7
September	105.0	105.9
October	110.9	110.7
November	111.3	109.5
December	92.6	91.0

Says Salespeople Sell 15 Per Cent of Time

Basing the salesperson's time on a scale of 100 per cent L. F. Cornell, of Stukenberg & Brochers Company, Freeport, Ill., in addressing members of the Interstate Merchants' Council at the recent convention, said that only 15 per cent of the entire day was devoted to actual selling.

"Putting this subject of salesmanship on a per cent basis," Mr. Cornell said, "I quote a few statistics that might be of interest to you:

HOW SALESPEOPLE SPEND TIME

	Per Cent
Walking	10
Loafing	10
Useless talking	10
Stockkeeping	10
Cleaning	10
Selling	15

HOW CUSTOMERS ARE LOST

	Per Cent
Poor salesmanship	10
Indifference, ignorance, misrepresentation of goods	10
Mistakes	10
Store methods	10
Poor quality	10

"The retail store in the small town, which means town under 50,000 population, today has a greater future than ever before, despite the paved roads, the mail-order houses and chain stores, if they will

Advertise well—

- Parking space.
- Service and courteous treatment.
- Style and quality.
- Truthful, moderate prices.

Sell well—

- Give the unusual service.
- The personal touch and treatment to the buyer.
- Intelligent and suggestive selling.
- Dove-tailing departments to sell each other.

Stock well—

Meaning clean, orderly merchandise.

New, smart goods.

The latest styles in merchandise when the big city has it.

Special week and values in different departments.

Buy well—

Frequent trips to the markets.

Picking up unusual buys and quality goods.

Small purchases, but many and often.

And above all—

Boost 100 per cent for your home town, your home community, your loyal family of store people and your neighborhood store by forming an allegiance with them all, talking over problems instead of the petty jealousies and bickerings that often occur with small-town merchants about getting together."

New York City Trade

Of fifty-seven lines of business in New York City reporting this week, fourteen were better than, twenty equal, and twenty-three below a year ago, states an item in the September 4th issue of Bradstreet's. Five reported collections better than a year ago, twenty-nine equal to a year ago, and twenty below a year ago. Following is a summary of lines reporting sales, ahead, equal to or below a year ago:

SALES AHEAD OF YEAR AGO.

Automobiles, ret.	Fruits & vegetables, com.
Bikes, wooden, mfg.	Groceries, who. & job.
Book, who. and mfg.	Iron & steel, who. & job.
Chemist, who.	Laundries.
Cigar, ret.	Lumber, who.
Cigar, who. & job.	Paints, mfg.
Department stores	Underwear, women's mfg.

SALES EQUAL TO YEAR AGO.

Cinaware, who. & job.	Printing & publishing (books), mfg.
Coats & suits, women's, mfg.	Shirts & collars, men's, mfg.
Cotton gds., who. & job.	Shoes, men's, mfg.
Dresses & skirts, mfg.	Shoes, men's, ret.
Drudries	Stationery, ret.
Furniture & refrig., mfg.	Tailors, customs, men's, ret.
Glassware, who. & job.	Twine, who. & job.
Hotels	Women's clothing, ret.
Machine tools, mfg.	Women's specialty shops, ret.
Men's clothiers', ret.	
Fumbers' supplies, who. & job.	

SALES BELOW YEAR AGO.

Boxes, paper, mfg.	Leather goods, mfg.
Cats, who. & job.	Paper, wrapping, who. & job.
Furniture, ret.	Printing & publishing, job.
Furniture, who. & job.	Rayons, who. & job.
Glass, window, who.	Shoes, women's, mfg.
Hosiery, men's, mfg.	Shoes, women's, ret.
Hosiery, women's, mfg.	Silk goods, mfg.
Jewelry, mfg.	Silks, who. & job.
Jewelry, ret.	Slaughtering & meat packing
Jewelry, who. & job.	Suits, men's, mfg.
Kit goods, who. & job.	Underwear, men's who. & job.
	Woolen goods, who. & job.

The farmer has often little or no interest in his nearest town. This leaves him without a sense of loyalty or sense of duty which urges him to support the local market. Oftentimes there is even marked antagonism between the town and the rural community.

The mail-order catalog is near at hand, well illustrated, with a large variety for selection to save many trips "to town." Backwardness of many small town merchants leaves them to supply only the small purchases that are wanted immediately.

Chain Store Sales Increase in August

If there has been any curtailment in retail activity, it has not affected the chain stores. Virtually all of the important systems report substantial increases for the month of August as against the same month in 1925 and sales for the first eight months in most cases are topping those for the same period last year.

S. S. Kresge Company reports August sales of \$8,713,235, a gain of 6.5 per cent over the total of \$8,178,457 for August, 1925. For the first eight months of 1926, sales amounted to \$67,436,417, an increase of 11.7 per cent.

F. W. Woolworth Company shows August sales of \$19,015,330 as compared with \$18,781,293 in August, 1925, which represents an increase of 1.2 per cent. Sales during the first eight months of the current year reached \$145,614,497, compared with \$137,907,303 last year, a gain of 5.5 per cent. Officials of the company attribute the comparatively small gain in August to the fact that the month had only four Saturdays while August of last year had five.

Metropolitan Chain Stores, Inc., had an unusually good month during August. Sales reached \$800,932 as against \$663,670 last year, an increase of 20.7 per cent. Sales for the first eight months were \$5,927,608 which compares with \$4,582,549 in 1925, or a gain of 29.6 per cent.

W. T. Grant Company reports August sales of \$2,005,984, which represents an increase of 18 per cent over the same month in 1925. Sales for the first eight months were 16 per cent ahead of last year and totaled \$19,183,278.

The F. & W. Grand 5-10-25 cent Stores, Inc., report August sales of \$702,617, as against \$622,305 for August of last year. This is an increase of 12.9 per cent. Sales totaled \$5,894,322 for the eight month period of 1926 compared with \$4,446,463 last year, a gain of 32.5 per cent.

"Mdse. Controlder" Is Edler's Title

With the resignation of G. A. Barnum, merchandise manager of the D. H. Holmes Company, Ltd., New Orleans, department store here, Noel Edler has been chosen to succeed him and given the new designation of "controller of merchandise."

The store describes Mr. Edler's duties as follows: "He's intrusted with the figures of the situation. He tells the buyer of his stock on hand; of his sales last year; of his possibilities for this year; of the increase expected of him; of the amount of money he's expected to spend to bring about this increase. Then he sends the buyer out to buy his own merchandise. In this manner a Holmes buyer is morally responsible for the goods on his shelves, for the amount of his sales and for everything that touches his department."

E. Davis McCutcheon, advertising manager, is now director of sales and publicity. He will work with Mr. Evans, president of the store, with Mr. Edler and with the individual buyers through daily conference and will plan for them the best methods of conducting the various calendar events and other events from day to day.



WHAT THE POTTERIES ARE DOING



Little Time Left for Placement of Specifications for Fall Pottery

IT is contended by the generalware pottery manufacturers of the East Liverpool district that if buyers expect to secure prompt delivery of late fall and holiday merchandise this year, little time remains for the placement of specifications. Both the larger and smaller producers of dinnerware announced this week that with the receipt of increased fall and holiday orders, those interests who persist in delay in forwarding their specifications will not be in a position to have shipments guaranteed. During the last fortnight there has been a favorable change in the local market, so far as the receipt of additional business is concerned. Plants hereabouts are working on more active schedules than at any time since last spring, both in the production end and decorating departments. While there has been a favorable amount of business placed of late on open stock patterns, there is still a considerable demand for short sets, and with pronounced color decorations. This situation has prevailed in a general way during the last three quarters. Kiln production has shown some advancement during the last ten days, this being based upon the volume of natural gas consumed for kiln firing, and which consumption is always considered a correct record of either an increase or decrease in plant production. Road salesmen are covering their territories, and they are forwarding more business than when making their late spring trips. These men have also advised home offices that retail stores are caring for larger crowds than formerly, and that business in a general way appears to have a decided upward trend. Considerable fall merchandise has already been shipped to distributors from the East Liverpool district, but manufacturers have sounded a word of warning to those who are following a delay policy in placing late fall and holiday business.

Patrick McNicol on Vacation Trip

Patrick McNicol, head of the Dresden Pottery Co., is making a trip through Canada and the eastern states on a vacation journey. He will later visit New York City before returning to his desk.

H. W. Kibler Says Business Is Increased

"For the last few weeks we have been in receipt of an increased volume of business," declared H. W. Kibler, general manager of the Owen China Co., Minerva, O., this week. "In fact our business has shown a steady in-

crease over the summer months. From all present indications we are anticipating an exceptional heavy fall business." This company is operating two plants at Minerva, and their No. 1 has been in rather active production throughout the year. Their No. 2 factory, which was recently placed in operation will be working full time within the next ten days, according to the plans of the firm. New dinnerware patterns for 1927 delivery are now being selected, but these will not be shown until late this year.

Duffy-Powers Store to Reorganize

According to pottery salesmen traveling New York State territory, Federal Judge John R. Hazel has approved the reorganization plan of the Duffy-Powers Department Store Co., Buffalo, N. Y. The firm has been in the hands of a receiver for a period of time, and the receiver has been given until Jan. 16 next to carry out the reorganization as has been approved by court. The plan provides that all creditors be paid in full. Claims up to \$50 will be paid in full upon approval, and others will be paid a cash dividend of 20 per cent, the balance to be paid in six per cent income debenture maturing in 10 years. James P. B. Duffy has been equity receiver.

Peterkin Also Says Business Is Good

"Business is very good, and we are looking for it to continue for the remainder of the season," commented W. G. Peterkin, with H. Leonard & Son, jobbers, of Grand Rapids, Mich. Mr. Peterkin went on to say that so far as his firm could observe, the present demand for merchandise is for holiday goods and staples, with both dinnerware and glassware sharing in this active movement. This jobbing interest is one of the oldest in the middle west, and has a large trade throughout the Michigan territory, its stocks of dinnerware and glassware together with housefurnishings being the largest carried by any firm in that immediate territory.

Pacific Coast Business Fair to Good

According to W. G. Jackson, president and general manager of the Empire China Co., Burbank, Calif., the indications on the Pacific Coast are "fair to good" for fall business. "There is, however, a much greater demand for short sets in highly colored decorations, which has at least temporarily supplanted the more conservative patterns that formerly made up the major part of the open stock dinnerware business," Mr. Jackson has explained. During

The last few months a number of factory improvements have been completed by this interest, and the production of the decorating department increased.

Albright China Co. Issues Catalog

The Albright China Co., which operates a nine kiln plant at Scio, O., and a 14-kiln plant at Carrollton, O., has issued a rather elaborate illustrated catalogue showing a number of patterns on its three dinner shapes. Their "Glendene" is a fancy shape, while their "Pilgrim" is an octagon design. The "Highland" is a plain shape. New patterns have been recently selected for all of these shapes, but these will not be ready for delivery until early in the new year. Both factories of this interest are working actively, the demand for decorated goods at this time being much heavier than earlier in the season.

Charles H. Walker Ill With Pneumonia

Charles H. Walker, general superintendent of the several plants of the Homer Laughlin China Co. here and at Newell, W. Va., is confined to his home suffering from an attack of pneumonia. Mr. Walker is widely known throughout the pottery industry of the country as a ceramist.

Coxon Belleek In Active Operation

The new plant of the Coxon Belleek Pottery Co., Wooster, O., is now in active operation. This factory was partially constructed during the war period, with several last Liverpool people interested in its management. No work was made, however, and the buildings remained inactive for a period of time, and until the present owners took it over. A general line of this grade of goods is being produced, the factory being the only one in the western territory in this class of production. The ware is of an exceptionally fine grade, and is being shown in a variety of original treatments.

Associations Settle on Wage Agreement

Effective as of Oct. 1 next, the new two-year wage agreement between the United States Potters' Association and the National Brotherhood of Operative Potters will prevail. This agreement was underwritten at a joint wage conference at Atlantic City some weeks ago, and only minor changes have been incorporated into the contract. No wage advance was announced at the close of the conference, although one branch of the industry sought a direct increase of ten per cent. This, however, was not agreed to. The agreement has now become a matter of record between the parties, and will continue operative over a period of two years.

Donald Thompson in Charge

During the absence of George C. Thompson of the Thompson Pottery Co., on a European trip, the general offices of the company will be in charge of Donald Thompson. Mr. Thompson has planned a two months' trip abroad.

(Continued on page 29)

SPAR MINPRO

ASSURES

a satisfactory
and continuous

Supply

USERS of this high quality spar are protected in their requirements by this fine deposit which is adequate to meet the demand for years.

Minpro Spar is selected by leading pottery makers for its unusual excellence and the fact that it is of dependable quality.

Your requirements are met in every particular by Minpro Spar—ground to 140 and 200 mesh.



CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The
ROESSLER & HASSLACHER CHEMICAL CO.

709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore

New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Illuminating Glassware Is Staging Comeback —Was Not In Active Demand

Illuminating glassware which for a period of time was not in very active demand, appears to be staging a comeback. For some years fixture manufacturers eliminated glassware from their numerous designs and the only glass about the fixture was the bulb. Time and styles change in the fixture trade as in all other lines, and as a result more glass is being used about lighting fixtures today than for a long time. In fact the demand for residential glassware today is stronger than it has been for many years. With increased interest shown in this line of glass, the producers of lighting glass have been rather active in designing new shapes for this class of goods. Many former lines of lighting glass have been eliminated from catalogues of the manufacturers and new lines substituted. Additional shapes and designs are being added with frequency of late, so that not only do the fixture manufacturers have something new, but the individual purchaser is now in a position where he or she can revise the lighting effect of the home. When factory sales of lighting glassware declined to a low ebb some years ago, several of these manufacturers went into the fixture business in a nominal way for the purpose of marketing glassware. This situation was created because of the action of the fixture manufacturers eliminating glassware from their designs. Commercial lighting glassware, however, has been in steady request all along, due to the continued activity in building construction, and now the sale of illuminating glassware for residential purposes is stronger than it has been for many years.

R. W. Anderson Resigns Office

R. W. Anderson, assistant to the president of the United States Glass Co., who has been with that organization for many years, has resigned his office. He has become associated with the Tidewater Glass Corp., Jacksonville, Fla., manufacturers of a general line of containers, and will leave this district within a few days for the south. Mr. Anderson will assume the active management of the Florida plant, which is the largest of its character in the southern territory.

St. Louis to Have New Department Store

Report has been received here from St. Louis, Mo., of the opening there soon of a new department store to be known as and operated by the Dilig-Schuessler Co., and that Oct. 1 has been set as the opening date. All lines generally featured in a department store will be opened

by this new interest, including a housefurnishing goods section. Initial stocks are now being purchased.

Says Fall Outlook Is Promising

"The fall outlook for business is very promising," suggested C. H. Blumenauer of the Jefferson Glass Co., Follansbee, W. Va., this week. "As we all know, there is vast room for improvement in the glass industry, however, we believe we have gone through the worst of it, and from now on that we may look forward to steady operations. Illuminating glassware, which is our main product, seems to be coming back, and there is now a healthy demand for residential glass, that a few years ago was entirely absent. We have been adding to our line of illuminating goods, and as the line now stands it is the most complete we have ever assembled." For some years this factory was also in the production of tableware, featuring the famous "Chippendale" design, but in order that factory production could be confined to lighting glassware exclusively, the "Chippendale" tableware line of molds was taken over by the Central Glass Works, Wheeling, W. Va., where the line is now being produced.

Marion Glass Co. Completes Tanks

The Marion Glass Co., Shinnston, W. Va., has completed the construction of two additional day tanks in its factory for the purpose of increasing its production of colored glassware. This factory was closed for a brief period recently for the purpose of making nominal factory repairs, and last week was placed in full operation, including the new day tanks. Peter Viggiano, general manager of this factory, declared this week that the plant will be operated to full capacity during the remainder of the year. "Business with us is exceptionally good," Mr. Viggiano said, "considering what it has been during the last few months. Orders are coming in rapidly on our entire line, and we are assured of good business the balance of the season." This factory is featuring a general line of opal, crystal and colored glassware, and proposes to add a number of items for 1927 delivery, it is said.

Announcement has been made here of the incorporation at Wilmington, Del., of the Oklahoma Glass Co., with a capital stock of \$250,000.

Westmoreland Line in Great Request

The very extensive line of colored glassware of the Westmoreland Glass Co., Grapeville, Pa., is in greater request than ever according to Charles H. West, president

of this company who this week said: "The outlook for late fall and holiday business seems to us much better than that existing a year ago. Orders are coming in from all parts of the country, and this leads us to believe that all sections of the country is prosperous. Especially is this so in the Pittsburgh district, where the steel industry is operating on an average from eighty-five per cent upward. Colored glassware seems to be in better demand all over the country, and it is our opinion that this situation will prevail for many years to come."

Interest Shown in Annual Displays

Interest in the forthcoming factory displays of pottery and glass lines under the auspices of the Associated Glass Pottery Manufacturers is developing, and within a few weeks active work will begin in preparing for this annual marketing event. Unless some unlooked for situation develops, more manufacturers will be found at the Ft. Pitt Hotel here next January than heretofore. All possible display space in the Ft. Pitt Hotel is under the option of the Association, of which J. M. Hammer, of No. 140 Eighth Street, Pittsburgh, is secretary. Reservations are being assigned by Mr. Hammer, and manufacturers who propose to exhibit here next January of necessity must make application to Mr. Hammer. All inquiries concerning the next display season now being received by the management of the Ft. Pitt Hotel are being referred to

the office of the secretary of the Association. At the William Penn Hotel, reservations are being assigned by the management of that hotel, as the Association has only to do with the Ft. Pitt reservations. A number of manufacturers who have not heretofore displayed here during the January season have made inquiry about display space, and where requirements have been met, reservations will be made in the order of their receipt. Last January a new record in the number of exhibitors was hung up, also in the number who visited the market and registered.

Earl Chapman Sees Business as Fair

Earl C. Chapman, of the D. C. Jenkins Glass Co. Kokomo, Ind., has declared that present business conditions are fair, "but the outlook for late fall and holiday trade is better than that existing a year ago." And he went on to relate: "There is quite a demand for specialty items in the gift shop line, and this trade is constantly increasing." Recently this company opened a new decorating department at its Kokomo factory which will be used exclusively for cold colors.

Research Bureau to Convene

A conference of the members of the Research Bureau for Retail Training, of the University of Pittsburgh will be held here, opening Sept. 30 and continuing to Oct. 3.

(Continued on page 29)

Here's my Card—



If you had a salesman who sent in his card to a buyer and then said good-bye, how long would you keep him?

Yet you are doing the same thing if your advertising month after month tells the buyer nothing but your company's name—something he has known perhaps for years.

Make your advertising sell. Illustrate your goods. Tell the buyer what he can sell at a profit. Then you are getting something for the money you spend for advertising space.



ROBERT RAWSTHORNE CO.
Heeren Bldg.—8th & Penn—Pittsburgh, Pa.

Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

New York	Boston	Chicago
Paul Joseph,	Murt Wallace,	F. T. Renshaw
200 Fifth Avenue	157 Summer St.	30 E. Randolph St.
Philadelphia	San Francisco	Baltimore
Joseph Tomkinson,	Marsh & Kidd,	Harry T. Thomas & Co.,
1104 Arch St.	617 Mission St.	29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

New York Showrooms Display New Wares

Large Assortments of Beautiful Merchandise Attracting Attention of Buyers

Lovely Creations from the Wedgwood Factory

Josiah Wedgwood & Sons, Inc., of America, 255 Fifth Ave., are prepared for the Fall and Winter seasons with one of the most thoroughly interesting and artistic lines that they have shown in some time. Mere words seem so helpless in the effort to describe some of the very lovely new decorative ideas brought out by this famous old factory. Among the things of rare charm is the Ventnor china dinnerware pattern, a revival of an old shape and pattern. The decoration has been brought up to date to meet the present vogue for colorful treatment, it being worked out in beautiful enamel colors which make a rich contrast to the warm ivory glaze of the ware. The shape in itself is a thing of beauty, having that certain quaintness of the things of by-gone days that is always a joy to behold. In rich china service plates the concern have achieved some wonderfully delightful creations—some of these featuring the Wedgwood powder green employed in connection with flat gold, paste gold, gold encrusted and hand-painted and scenic and floral decorations that are artistic to the extreme. Powder blue and Mazarine blue are used effectively in other treatments. Other new service plates worked out in brilliant enamels are surprisingly reasonably priced and are sure to prove quite irresistible in the retail store both from a viewpoint of artistic merit and modest pricing. Passing on to the earthenware dinnerware display one's eye is sure to immediately strike the Saxon pattern on the old Pannier shape, which is all that could be wished for in a perfect balance of good taste in both shape and decorative treatment. In Queensware among the new things that are most attractive are new oval center pieces in open work and embossed patterns that could not be improved upon. There are also seven new patterns in embossed service plates as lovely as anything the factory have produced in this ware, also new shapes in candlesticks and other items. We have only grazed the surface in our brief description of the new things, for to do the line the justice it deserves it would require pages.

Borgfeldt Features New Isis Shape

A treat is in store for those visiting the fifth floor of Geo. Borgfeldt & Co., 111 East 16th St., where is being shown a most comprehensive display of original designs on their new domestic Isis dinnerware shape. This is sure to prove a tremendously popular seller for several reasons. In the first place the shape is molded along entirely original lines, is beautifully proportioned and particularly practical. The casserole is footed and is in an artistic panel effect with a peaked knobbed cover. It adapts itself ideally to the newest styles of decorative treatments. One outstanding design is a harmonious pansy floral arrangement in a combination of about seven colors. A thin red line

edge and red connecting lines complete the decoration. Another is shown in a very dainty floral basket design in colors that harmonize and blend together perfectly. The shape is shown in a diversified selection of charming treatments that are as tasteful as one could possibly wish. This combined with the originality of the shape and attractive pricing makes it one of the most interesting of the season's offerings.

1927 Meito China Line Is Well Worth Seeing

The new Meito Japanese china line for 1927 import is now ready for inspection at the salesrooms of Nagoya Seitoshu, Ltd., the manufacturers, in the Fifth Avenue Building, 200 Fifth Ave. The line is tremendously interesting from every standpoint. In dinnerware is to be found an excellent selection of patterns that would indeed be difficult to improve upon. Some are along conventional types, while others are a radical departure from the usual and are sure to be welcomed by the buyer looking for something particularly good in popular priced ware with merit. Their display of lustre tea sets, too, is quite amazing, there being such a wide variety of lovely colors and decorative effects from which to choose. Then there is the showing of short lines in Meito scenic decorations. This type of decoration has always been a strong feature with the factory, but this year's display seems to surpass their past efforts, in producing a line of such excellent sales possibilities. Another feature of the display is a line of fancy boxes which is sure to make ready sellers both for gift shops and regular china departments. Besides the productions mentioned from their regular factories the concern through close connections with other factories in Japan are exhibiting several lines of lustre tea sets, Tokonabe ware, Banko ware and popular priced cups and saucers both from stock in New York or import.

Taiyo Trading Co. Present Importations

The Taiyo Trading Co., 101 Fifth Ave., importers of Japanese goods, have made a decided improvement to their showroom both in its appearance and by greatly increasing their display space. The latter has been made possible by the addition of a new balcony which extends around two sides and rear of the sales room and which is accessible through the use of three stairways, one on either side and a third at the back. This provides considerably more floor space which is being utilized for their new import sample display. Manager R. Kondo, who has just recently arrived back in New York, has brought with him an assortment of new items of which the Taiyo Company has every reason to feel proud. There is shown a most diversified exhibit of beautiful lustre vari-colored tea sets, lus-

(Continued on page 30)

Announcement to Jobbers

Meito  **China**

**Dinnerware
Scenic and Fancy Ware
Lustre Tea Sets and Novelties**

For 1927 Delivery

Now Ready for Inspection

Nagoya Seitoshō, Ltd.

Room 514

200 Fifth Avenue

New York

Chain Stores More Than Duplicating Units

That chain-store development is not merely a matter of duplicating units producing standard rates of profits, but of building both sales volume and profit in the individual unit, as well as adding to the number of units, is forcefully brought out in an analysis of a recently issued financial review of the McCrory Stores Corporation.

Since 1913 the number of stores operated by this company has increased from 108 to 183. Its total annual sales volume has increased from \$3,395,000 to \$29,593,000. Its average sales per store have increased from approximately \$50,000 annually to nearly \$162,000, and its average profit per store from \$3,551 to more than \$15,000. Total profits have increased from \$383,500 in 1913 to \$2,782,000 in 1925.

For 1926 the company expects to reach total sales of \$35,000,000 or more and to substantially better the profit figure of 1925.

For the first six months of this year the company's net profits were \$795,000, a notable gain over the \$695,000 profit for the same period of 1925.

July sales are reported as having been 14.7 per cent ahead of the same month in 1925. Total sales for the seven-month period ending with July were \$16,645,000 or about 17 per cent ahead of the volume for the same period of 1925.

By December of this year, it is announced, the company will have in operation 195 stores. The year's sched-

ule provided for the opening of twelve new stores, of which six are already in operation.

There are now outstanding 450,654 shares of common stock at no par value. Last year the company's earnings, after the payment of preferred dividends, were equal to \$5.71 a share on common. The biggest years of the company, from the viewpoint of earnings per share were 1922, at \$15.06 per share, 1920 at \$10.24 per share and 1921 at \$9.10 per share, but it should be explained in connection with this statement that the year 1921 was the first since 1913 to see a stock dividend declared.

In 1920 the first cash dividend, on common, was paid since 1913. It was \$1 per share. A similar cash dividend was paid in 1923, and in both 1924 and 1925 the cash dividend amounted to only 40 cents. Against this, however, must be balanced generous stock dividends, that of 1921 being 24 per cent, followed by 14 per cent in 1922, then 18 per cent the following year, 8 per cent in 1924 and 3 per cent in 1925.

The street was thronged with thousands of hurrying pedestrians. Suddenly a woman's cry rose shrilly above the noise of the passing throngs. "Give me air," she shrieked. The crowds gasped and stood aside—and a woman triumphantly drove her car, with one flat tire, into the filling station.—*U. of Wash. Columns.*

Percentage of Crockery and Glass Failures Small

Extending the improvement of the four immediately preceding months, commercial failures in the United States for August show a further reduction. Thus the number of defaults reported to R. G. Dun & Co. for that period is 1593, which is slightly below the July total of 1605 and compares with 1708 insolvencies in June, 1730 in May and 1957 in April. It was during the latter month that the progressive decrease in number of failures began, the March aggregate being 1984. The August defaults show some numerical increase over those of the corresponding month of 1925, when the total was 1513, and also are in excess of the number for August of both 1924 and 1923. The present showing is, however, relatively satisfactory when the larger number of firms in business now is considered.

Not only is the number of insolvencies for August less than that for recent preceding months, but the liabilities also are smaller. The indebtedness of \$28,129,660 reported last month compares with \$29,680,008 in July, about \$29,400,000 in June, fully \$33,500,000 in May and approximately \$38,500,000 in April. The high point for this year was \$43,661,144 last January. Moreover, last month's liabilities, despite the increased number of failures, is materially below the \$37,158,861 of August, 1925, and is, in fact, less than the amount for August of all years since 1919, when the commercial mortality was at an unusually low point.

Monthly and quarterly reports of business failures, showing number and liabilities, are contrasted below for the periods mentioned:

	Number			Liabilities
	1926	1925	1924	1926
August	1593	1513	1520	\$28,129,660
July	1605	1685	1615	29,680,009
June	1708	1745	1607	29,407,523
May	1730	1767	1816	33,543,311
April	1957	1939	1707	38,487,321
2d quarter.....	5395	5451	5130	\$101,438,162
March	1984	1859	1817	\$30,622,547
February	1801	1793	1730	34,176,348
January	2296	2317	2108	43,661,444
1st quarter.....	6081	5969	5655	\$108,460,339
December	1925	1924	1923	1925
November	1878	2040	1841	\$36,528,160
October	1672	1653	1704	35,922,421
	1581	1696	1673	29,543,870
4th quarter.....	5131	5389	5218	\$101,994,451
September	1465	1306	1226	\$30,687,319
August	1513	1520	1319	37,158,861
July	1685	1615	1231	34,505,191
3d quarter.....	4663	4441	3776	\$102,351,371
June	1745	1607	1358	\$36,701,496
May	1767	1816	1530	37,026,552
April	1939	1707	1520	37,188,622
2d quarter.....	5451	5130	4408	\$110,916,670
March	1859	1817	1682	\$34,004,731
February	1793	1730	1508	40,123,017
January	2317	2108	2126	34,354,032
1st quarter.....	5969	5655	5316	\$128,481,780

Further analysis of the August insolvency statement shows 449 failures in the manufacturing division, with liabilities of \$12,515,585. In point of number, this is equivalent to 28.2 per cent of the total of all defaults for the month, while the manufacturing indebtedness represents 44.5 per cent of the aggregate amount involved. Of the fifteen separate manufacturing classifications, six show a smaller number of insolvencies than for August, 1925, these being machinery and tools; hats, gloves and furs; chemicals and drugs; milling and bakers; leather, shoes and harness, and glass, earthenware and brick. The trading group discloses 1071 failures for August, this year, and \$14,095,543 of liabilities. The number represents 67.2 per cent of all defaults for the month, while the indebtedness is equivalent to 50.1 per cent of the total involved by all commercial insolvencies.

In the following table comparison is made of the number of commercial failures in the United States, covering three years, by leading classes of trade, and the liabilities reported in each class for August, this year:

	Number			Liabilities
	1926	1925	1924	1926
Manufacturers	4	1	3	\$471,000
Iron & foundries.....	23	25	37	823,233
Machinery, etc.....	3	3	5	80,000
Woolens, etc.....	2	..	2	17,580
Cotton & lace.....	43	31	29	2,596,917
Lumber, etc.....	52	41	53	1,216,814
Clothing & mill'y.....	6	8	9	94,300
Hats & gloves.....	3	5	10	46,771
Chem. & drugs.....	1
Paints & oils.....	24	18	21	173,509
Printing, etc.....	39	41	38	419,783
Milling & bak.....	12	21	17	356,161
Leath. & shoes.....	4	4	6	19,169
Liq. & tob.....	4	7	5	177,500
Glass, etc.....	230	160	178	6,022,928
All other.....	449	365	414	\$12,515,585

Ready for Shipment—



No. B1121

Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone Central 3497

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CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive
FURNITURE MART

Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.

30 E. Randolph Street

Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Traders			
General stores.....	67	94	87
Gro. & meats.....	249	241	238
Hotels & res't.....	69	82	75
Liquors & tob.....	27	21	22
Cloth. & furn'g.....	122	144	134
D. G. & carpets.....	65	54	55
Shoes & rub.....	36	43	39
Furn. & ckry.....	38	33	36
H'ware & stoves.....	43	32	17
Chem. & drugs.....	41	31	37
Paints & oils.....	6	4	2
Jewelry & clks.....	28	36	23
Books & papers.....	10	8	5
Hats & gloves.....	11	3	11
All other.....	259	243	243
Total trading.....	1071	1069	1024
Other com'l.....	72	79	82
Total com'l.....	1593	1513	1520
August, 1925.....	1513
			\$792,838
			1,667,634
			741,918
			240,208
			1,293,146
			1,064,238
			488,357
			885,262
			748,460
			299,339
			105,417
			407,898
			871,047
			127,922
			4,390,860
			\$14,095,543
			1,518,532
			\$28,129,660
			37,158,861

Wanamaker Store Unveils Statue

In recognition of his splendid service to the cause of American independence, the John Wanamaker store has placed a statue of Marquis de Lafayette between the columns of the Chestnut Street entrance of the store.

At the unveiling exercises held here during the celebration of Lafayette Marne Day at the Sesqui-Centennial Exposition, Bainbridge Colby, former Secretary of State, expresses America's tribute to the great French military leader. Count de Sartiges, French Charge d'Affaires in Washington, represented the French Government at the ceremonies.

The statue is a replica of that standing in front of the Louvre on the Rue de Rivoli in Paris, stands ten feet high, and was executed by J. P. Gras, sculptor of the original.

Winona Stores Use Same Stationery

One method of boosting Winona as a trading center which has been adopted by a number of stores here is the use of a "co-operative" letterhead.

This stationery is in the form of a four-page leaflet, the first page being blank except for the imprint of the

store's name and a footnote calling attention to the other pages. The first page is used for letter writing in the regular way. The other three pages are devoted to printed matter advertising Winona and the section it serves.

Dept Store Sales August Gain 6.5 Per Cent

Preliminary reports to the Federal Reserve System from retail firms in all sections of the United States indicate that the volume of retail trade in August of this year was considerably larger than in August, 1925. Total sales of 507 department stores were 6.5 per cent larger than a year ago and sales of two mail-order houses were 12 per cent larger. Department store sales were larger than a year ago in all Federal Reserve districts except the Minneapolis and Kansas City districts, the largest increases, ranging from 9 to 15 per cent, being in the New York, Chicago, and Dallas Federal Reserve districts. Of the reporting stores 304 had larger sales than last year and 203 had smaller sales.

Sales of 5 and 10 cent variety chain stores (five reporting chains) were about 5 per cent larger than in August a year ago.

Percentage changes in dollar sales between August, 1925 and 1926, are given in the following table:

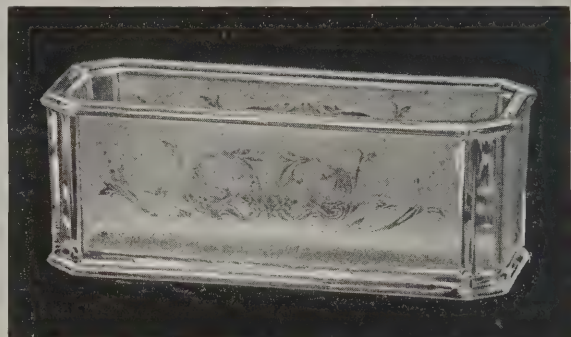
	Total number of stores reporting		Dec.	P. C. of Inc. or Dec. comp. with Aug., 1925
	Total	Inc.		
Boston	62	35	27	+ 8.5
New York.....	55	43	12	+ 9.2
Philadelphia	74	38	36	+ 2.4
Cleveland	40	25	15	+ 3.5
Richmond	47	30	17	+ 7.8
Atlanta	47	29	18	+ 3.0
Chicago	47	29	18	+12.4
St. Louis.....	19	11	8	+ 3.7
Minneapolis	14	6	8	— 6.6
Kansas City.....	27	12	15	— 1.6
Dallas	15	12	3	+14.7
San Francisco.....	74	41	44	+ 4.6
Total	507	504	203	+ 6.5
Mail order houses (two houses).....				+12.3
5c and 10c stores (five chains).....				+ 4.8

TWO NEW AND DIFFERENT BULB BOXES



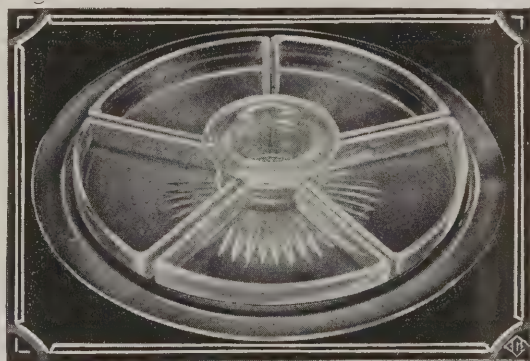
NO. 8130—OVAL
*Their cost is low.
 Ready sales are sure.
 Growing of bulbs in-
 doors increases every
 year.*

*Made in light-green, amber
 and blue. No. 8130 is about 5 in.
 by 2½ in. high. No. 8131 meas-
 ures 7½ in. by 3 in. by 2¾ in.*



NO. 8131—OBLONG

UNITED STATES GLASS COMPANY
 PITTSBURGH, PA.



No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.
 Grapeville, Pa.

Manufacturers of

**High Grade Glassware, Plain Cut and Decorated
 For Gift Shops, Florists and Table Use**

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**The
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 E. E. Wilgus,
 Rooms 35-36-37,
 111 Summer St.,
 Boston, Mass.
 Earl W. Newton &
 Associates
 9 N. Wabash Ave.,
 Chicago, Ill.
 Western Glass
 Products Co., 149
 New Montgomery
 St., San Francisco,
 Cal.
 Western Glass
 Products Co.,
 L. C. Smith Bldg.,
 Seattle, Wash.
 Western Glass
 Products Co.,
 1216 Fourth Ave.,
 Los Angeles, Cal.

"Crockery and Glass Journal" Representative Flies in Torlotting's New Plane

BY FREDERICK S. OLIVER

HAVING been extended a cordial invitation by Gabriel Torlotting, head of E. Torlotting, Inc., to pay him a visit at Curtiss Field, L. I., the writer last Saturday availed himself of the opportunity to motor over to the field from his home a short distance away and look over the new Waco plane which "Gabe" has just recently purchased.

Upon my arrival I found Mr. Torlotting already on the field ready and dressed to fly and had the pleasure of being introduced to Russel G. Shults, an experienced aviator and licensed pilot, who flies with Mr. Torlotting. Later on in the afternoon I had ample opportunity to witness Mr. Shults' capable handling of the plane.

These two boys form a great combination and a flying pair that would be hard to beat, as I saw them do some great flying together, and judging from the way "Gabe" handles his ship, it is not going to be long until he is a qualified pilot. In fact, in my humble estimation, he is thoroughly competent to have his license now.

The plane is a little beauty, as will be seen in the accompanying illustrations. As mentioned above, it is a Waco equipped with an eight cylinder V type Curtiss OX5 motor. It carries three passengers and can attain a speed of 115 miles per hour.

After making several flights which the writer watched from the ground, Mr. Torlotting insisted that I take a "jump." Accordingly I climbed in with Pilot Shults and in no time was in the air. For the uninitiated who have not been up I might say it is a wonderful experience, most fascinating and not without its thrills. The biggest "kick" I had from it was banking on the turns when the plane was tipped to an approximate 40 degree angle, but, of course,

no stunt flying was done while I was aboard, otherwise no doubt it would have been better yet.

We attained a height of about 1,200 feet and flew over to Mineola after we had circled the field a few times where at that place the County Fair was in progress and the main attraction for the afternoon being some good auto races. We circled around over the track looking down, watching the races, which proved most exciting and interesting.

While he has only had his ship a comparatively short time, Mr. Torlotting has already done some cross country flying. Purchasing the plane at Troy, O., and accompanied by Mr. Shults, these two boys flew to Curtiss Field, coming by way of Loudenville and Mentor, O., Northeast, Pa., Erie, Pa., Buffalo, N. Y., and thence to the field on Long Island. To illustrate their speed the flight down from Buffalo was done in a trifle over three hours. While around Northeast, Pa., they flew through a heavy rain storm, fog and clouds coming down as low as 200 feet over the New York Central Railroad tracks. On the other had over Hammondsport a height of 10,000 feet was attained.

Mr. Torlotting is to be congratulated both in regard to the fine ship he owns and the way he flies it. I can safely say if anyone in the trade is so fortunate as to receive an invitation to jump off with him they need have no hesitancy in doing so. Perhaps the best illustration of this is that Mrs. Oliver, who accompanied the writer to the field with every intention of not letting him go up, ended in making two flights herself, which bespeaks a world of confidence in both Mr. Torlotting and his ship. I say "All good luck in the world to him".



Left to right: Gabriel Torlotting and Pilot Russel G. Shults. The New Waco Plane. Mr. and Mrs. Frederick S. Oliver.

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

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Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

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China and Earthenware

W. MOORCROFT, Ltd.

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All Makers in the Front Rank of English Productions

Handsome Line of

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The Carrollton Pottery Co.

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CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

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WE offer to the Department
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ity ware and distinctive decora-
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Prompt and courteous service.

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A practical, concise treatise of
Ceramic words, terms, uses and
practices for the daily use of the
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An education for anyone con-
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"THE OREGON"

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MYOTT, SON & CO.

Here is a pattern that we endorse to the nation. We think so well of it that we are carrying it in stock crates. It shows fruit clusters, modernly done in tones of red, orange, green and blue. Green lines give a finishing touch. It comes in the new 12-sided TRAFALGAR shape on the beautiful Myott ivory body. Send for assortments and prices.

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Spode's Wickerlane



Illustrating our greatest selling dinnerware pattern. Simple, effective and more beautiful every day you live with it. Applied on the Chelsea Wicker shape. Decoration is in groups of quaint old English flowers painted under the glaze in rich warm enamel colors of brown, green, red and purple.

Send for Samples and Price Lists

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THE increase of soda and luncheonette business opens another big market for fancy china. The Winterling pattern illustrated has won deserved popularity through its excellent quality and moderate price.

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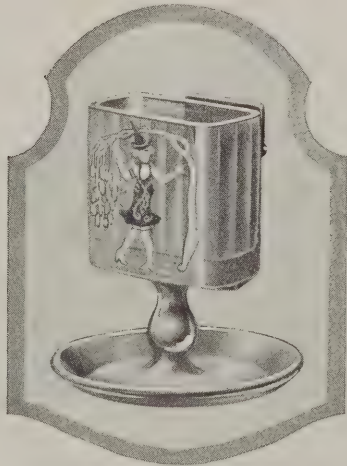
The name WINTERLING on fancy china denotes QUALITY as does the HEINRICH mark on dinnerware.

We are sole U. S. agents for both.

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No. 149-4 Cigarette Holder *Decorated or Plain*



This patented smoker's companion, named "Van's Own" after its designer, combines into a single item cigarette holder ash tray and two holders for paper or box matches.

"Van's Own" is a big seller, so order now and gain the advantages of "first run" sales. Write for prices on plain colors and decorated, in quantities.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

TAKE ADVANTAGE BY ORDERING FROM JAPANESE SPECIALISTS



Large Variety of Latest Designs
at Right Prices

Immediate delivery from New York stock.

HARUTA & CO.

IMPORTERS OF

JAPANESE GOODS

141-147 FIFTH AVENUE
NEW YORK

New England Showroom:
C. W. Pingree, 99 Bedford St., Boston, Mass.

New York Imports

September 16

- S. S. Lucia, Sept. 13 from Cadiz, Spain**
Hudson Fwdg. & Shpg. Co., 47 cases glassware
American Express Co., 33 cases glassware
Hudson Fwdg. & Shpg. Co., 8 cases glassware
Nat. City Bank, 73 cases glassware
- S. S. Baltic from Liverpool, England**
Davis, Collamore & Co., 1 cask chinaware
Hall, H. E., Pottery Co., 16 crates earthenware
Kupper, H. C., 2 crates earthenware
Spence, C. R., & Co., 4 crates earthenware
Fondeville, A. J., & Co., 5 crates earthenware
Dickinson, E. B., 5 packages earthenware
Boote, E., 5 casks earthenware
Maddock & Miller, 38 packages china and earthenware
Davison, J., Inc., 11 packages china and earthenware
Edmmston, H. C., 2 packages crockery
Lazarus & Rosenfeld, 9 crates earthenware
Mansell, H., 10 crates earthenware
Ovingotn Bros. & Co., 3 casks earthenware
Vogt & Dose, 10 casks earthenware
Leyland, P., 15 casks earthenware
Guaranty Trust Co., 6 crates earthenware
Panama Pacific Line, 48 crates earthenware
- S. S. Majestic from Southampton, England**
Tobias & Co., 2 cases glassware
Cunard S. S. Line, 12 cases glassware
Borchard, 1 cask glassware, 2 casks porcelain
Vandegrift, F. B., & Co., 9 cases glassware
Haviland China Co., 38 casks porcelain
Vogt & Dose, 16 casks porcelain
- S. S. Laconia from Liverpool, England**
Sellers, C. W., 18 cases china and earthenware
Rowland & Marsellus, 3 casks earthenware
Corbett & Co., 8 packages earthenware
Meakin & Ridgway, 19 packages earthenware and china
Bimbel Bros., 5 hogsheads earthenware
Borgfeldt, G., & Co., 1 hoghead earthenware, 3 crates earthenware
Gerlach, F. C., 26 hogsheads earthenware
Pitcairn, W. S., Corp., 29 packages earthenware and china
Plummer, W. H., & Co., 4 hogsheads earthenware

September 17

- S. S. Conte Rosso from Genoa, Italy**
Borgfeldt, G., & Co., 10 cases chinaware
- S. S. Sweden Maru from Hamburg, Germany**
Gennerrt, G., Inc., 1 case glassware
Gary Eigner Corp., 17 cases crockery
Owen Walsh Mfg. Co., 1 case crockery
Weiss & Biheller, 128 cases glass shades
Weiss & Biheller, 18 cases glassware
Gimbel Bros., 62 crates toys, glassware
Jacobs & Kassler, 12 cases glassware
Atlantic Import Corp., 1 case crockery
Butler Bros., 30 cases toys, crockery
Asche, C. H., & Co., 44 cases toys, crockery, etc.
Grace Nat. Bank, 5 cases hollow glass, 5 cases crockery
Bank of U. S., 245 cases crockery, glassware, etc.
Redden, C. A., 5 casks porcelain
Bracher, A. J., & Co., 21 cases pottery
Sheldon, G. W., & Co., 2 cases china
- S. S. Thuringia from Hamburg, Germany**
Sheldon, G. W. & Co., 20 cases hollow glass
Rowland Marsellus Co., 2 cases earthenware
Wolf, E., 1 case crockery
Wetheimer Plehn & Levy, 4 cases crockery
Goldman, H. A., 18 cases crockery
Commonwealth Bank, 19 cases hollow glass
Sullivan, W. C. & Co., 3 cases crockery
Importers Service Co., 14 cases hollow glass
Friedlander, O. O. Co., 1 case crockery
Spence, C. R. & Co., 37 cases crockery toys
Wapier, N., 2 cases porcelain
Harrison, A., 6 cases glassware, 1 case hollow glass
Macy, R. H. & Co., 33 cases glassware
Bank of United States, 138 cases crockery glassware
Godwins, R. J. Sons, 2 cases crockery
Wolf, E., 1 case crockery
Wetheimer Plehn & Levy, 4 cases crockery
Goldman, H. A. Inc., 18 cases crockery
Commonwealth Bank, 19 cases hollow glass
Sullivan, W. C. & Co., 3 cases crockery
Importer Service Co., 14 cases hollow glass
Friedlander, O. O., 2 cases crockery
Inwald Glass Co., 45 cases lamp shades and globes

- Goldman, Sachs & Co., 7 cases glassware crockery
Sheldon, G. W. & Co., 15 cases earthenware glassware
Woolworths, F. W., 12 cases earthenware
American Art Novelties, 5 cases glassware
American Shipping Co., 8 cases earthenware
- S. S. Thuringia from Hamburg, Germany**
Henningson, 1 case china and earthenware
Gallagher & Ascher, 13 cases hollow glass
Khoury, A. N. & Bros., 1 case hollow glass
Schenkers, Inc., 17 cases crockery glassware
Stern, T. L. & Co., 4 cases glassware
Page, Madden Co., 18 cases earthenware
Borgfeldt, G. & Co., 12 cases toys, crockery, etc.
Sheldon, G. W. & Co., 42 cases glassware
Samstag & Hilder Bros., 46 cases toys, crockery
Pomerance, S. H. & Co., 38 cases glassware, etc.
Neuwirth, H., Co., 24 cases glassware
Neuwirth, H., Co., 24 cases woodenware, 26 cases glassware.
Straus, N. & Sons, 42 cases crockery earthenware
Wolf, L. & Co., 17 cases earthenware
Wanamaker, J., 24 cases toys, crockery, etc.
Saks & Co., 15 cases toys, glassware, etc.
Andrews, D. C. & Co., 46 cases toys, crockery, etc.
Cofod, A. F. & Co., 5 cases crockery
- S. S. Luetzow from Bremen, Germany**
Sellers, C. W., 12 cases decalcomanias
Pomerance, S. H. & Co., 1 case chinaware
Fisher Scientific Co., 3 cases crockery
Borgfeldt, G. & Co., 4 cases glassware
Henjes, F., 1 case crockery
Equitable Trust Co., 46 cases crockery
Borgfeldt, G. & Co., 52 cases toys, crockery, etc.

September 18

- S. S. Seydlitz from Hamburg, Germany**
Phoenix Shipping Co., 6 crates earthenware
Heemsoth & Basse, 1 case earthenware
Woolworth, F. W. & Co., 7 cases glassware
Marshall Field & Co., 12 cases toys, etc.
Saks & Co., 6 cases earthenware, 1 case toys
Herbert Neuwirth Co., 28 cases glassware
Wanamaker, J., 10 cases toys, 2 cases glassware
McEwen, Halliburton Dry Goods Co., 1 case crockery
Ruhe, F. H., 35 cases glassware
Kress, S. H. & Co., 5 cases crockery
- S. S. Innoko from Rotterdam**
Woolworth, F. W. & Co., 254 cases toys
Bloch, L. D. & Co., 34 cases earthenware and glass
Lazarus & Rosenfeld, Inc., 73 crates crockery
- S. S. Berengaria from Southampton, England**
Burke, 1 case chinaware
Downing, R. F. & Co., 3 cases glassware, 1 case crockery
Beith, A. & H., Inc., 5 cases glassware
Sullivan, W. C. & Co., 3 cases crockery
Wetheimer, Plehn & Levy, 3 cases crockery
Commonwealth Bank, 4 cases hollow glass
Goetz, O., Inc., 50 cases glassware
Strauss Bros. & Co., 14 cases glassware
Gallagher & Ascher, 72 cases earthenware
Sullivan, W. C. & Co., 1 case glassware, 3 cases crockery
Bernard, J. E. & Co., 21 cases glassware
Schenkers, Inc., 79 packages glassware
Wess, H. A., 3 cases glassware
Frankel Importing Co., 2 cases crockery
Vandegrift, F. B. & Co., 7 cases glassware
Wolf, L. & Co., 31 cases toys, earthenware, etc.
Sommers, E. L. & Co., 1 case crockery
Guthman, Salomon & Co., 1 case glassware, 5 cases crockery
Globe Shipping Co., 28 cases glassware, woodenware, etc.
Pomerance, S. H. & Co., 11 cases glassware, etc.
Sheldon, G. W. & Co., 5 cases glassware
Hirsch, G. & Sons, 23 cases glassware
Bernard, J. E. & Co., 102 cases toys, crockery, etc.

September 20

- S. S. Resolute from Hamburg, Germany**
Phoenix Shipping Co., 1 case crockery, 2 cases glassware
Wolf, L. & Co., 2 cases earthenware, 1 case crockery
Straus, N. & Sons, 5 cases hollow glass, 2 cases crockery, 1 case glass ware
Mohawk Novelty Co., 1 case toys, 3 crockery
Belgian Trading Co., 8 cases glassware
Friedlaender, O. O. & Co., 22 cases glassware
Herbert & Neuwirth, 9 cases woodenware, 6 cases glassware
7 cases crockery
Borgfeldt, G. & Co., 13 cases earthenware
Harrison, A. & Co., 8 cases hollow glassware
Freedman & Slater, 2 cases earthenware

DID YOU EVER STROLL UP S FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Pottery News

(Continued from page 15)

National China Co. Announces Agencies

The National China Co., Salineville, O., has announced eight selling agencies for its line of dinnerware, these extending from the Atlantic to the Pacific Coast. The more recent additions to its selling offices being Western Glass Products Co., with sales rooms in the New Montgomery Building, San Francisco; L. C. Smith Building, Seattle, Wash., and at 1216 Fourth Avenue, Los Angeles. The entire line of the National is shown in each of these sales-rooms. The Chicago sample room is in charge of Earl W. Newton and Associates, while D. King Irwin is showing the line in New York City. E. J. Nickey is traveling the Northwest territory out of Milwaukee, Wis., and E. E. Wilgus the eastern territory, with headquarters at Boston. F. A. Miner of Rochester, N. Y., is covering New York state territory.

Glass News

(Continued from page 17)

Members of the Advisory Committee of the Store Manager's Division of the National Retail Drygoods Association will also meet here Oct. 4 to consider plans for a meeting in New York next February, and also one in Pittsburgh next May. All of the larger department store interests in the country are identified with this line of endeavor.

F. M. Beggs to Join Monongaha Staff

Following his resignation of general superintendent of the Tiffin, O., plant of the United States Glass Co., announcement has been made by F. M. Beggs that he will become identified with the Monongaha Glass Co., with general offices at Fairmont, W. Va. Mr. Beggs has been connected with the "States" for many years, and with the Monongaha factory he will be intimately associated with the tableware production end.

Chemistry in the World's Work

D. Van Nostrand Co., New York, have just published an interesting illustrated book entitled *Chemistry in the World's Work*, by Harrison E. Howe, editor, *Industrial and Engineering Chemistry; Technologic Series*, American Chemical Society Monographs. As the preface points out *Chemistry in the World's Work* is written with the object to emphasize in language easily understood by those not technically trained, the part which chemistry has played in assisting in the attainment of our present level of civilization. The book is written in a clear concise style and tells in an interesting way how chemistry has made substantial contributions to the effort to break the bonds imposed by solitude. The net price of this book is \$3.00.

Macy Will Retire Preferred Stock

R. H. Macy & Co., Inc., New York, through its bankers, Lehman Brothers, recently offered a new issue of \$7,500,000 of 5¼ per cent serial gold debenture bonds at prices to yield from 4.75 to 5.20 per cent at maturity. The bonds will be retired at the rate of \$750,000 annually from October 1, 1927, to 1936.

The proceeds of this issue of debenture bonds will be applied toward redeeming the \$8,800,000 par value 7 per cent cumulative preferred stock which the company has elected to redeem at 115 and accrued dividend on December 15, 1926. The balance of cash necessary for this purpose will be supplied by the company out of its accumulated earnings.

Stock called for redemption, if in satisfactory transferable form, will be accepted on a 4½ per cent interest basis in payment for the debenture bonds allotted, provided that notice of the number of such shares to be tendered in payment is received not later than October 18, 1926.

According to Jesse Isador Straus, president of R. H. Macy & Co., Inc., net sales for the year ended January 30, 1926, were \$66,505,459 and net profits \$4,813,815, or 12.2 times the interest requirements on this issue. The average earnings for the last four years is \$3,863,585 per annum, or over 9.8 times the interest charges for the serial debenture bonds. For the six months ending July 30, 1926, of the current fiscal year, net sales were approximately 15 per cent greater than those of the corresponding period of 1925. It is estimated that net profits for the same period have increased at least in proportion.

The difference between the amount of the new bond issue and the value of the preferred stock called in will be paid out of the treasury, it is explained.

For practical purposes, the result of the transaction will be that the store will substitute a 5¼ per cent burden for a 7 per cent charge on \$7,500,000 worth of working capital. This should be a difference of about \$130,000 a year.

Edwards Addition Open

The new two-story addition to the E. W. Edwards & Son department store, Buffalo, started last spring is now open to the public. It is located at Pearl, West Genessee and Franklin Streets.

The furniture and house furnishings departments have been moved into the new building, and the space formerly occupied by these departments in the Main street store will be used to expand other merchandising divisions.

One-Day Air Mail Aids Buying Office

Members of the American Retailers Association in Chicago, St. Paul, and Milwaukee are getting one-day service through the use of the air mail service, according to an announcement made at headquarters here.

The schedule shows that matter leaving the A. R. A. office at 6 P. M. arrives at the B. F. Schlesinger & Sons stores on the Coast the third morning.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

COMMISSION MEN WANTED

WANTED commission men to sell as side line, light cut glass tableware in crystal and colors. Some good territory now open including New York City and Chicago, Illinois. Catalogue on request. The Marion Glass Manufacturing Company, Marion, Ohio.

SALESMAN WANTED

AGRESSIVE salesman wanted to sell domestic and imported lines of glassware. Covering New York, New England and Pennsylvania territory. Excellent opportunity. Reply to Box 572, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

SEPTEMBER 16, 1926

W. W. Taylor, housefurnishing goods, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

G. A. Booth, housefurnishing goods, B. Loewenstein & Bros., Memphis, Tenn., 112 West 38th St., 14th floor.

A. E. Pyne, china, glass and housefurnishing goods, 455 Seventh Ave., 17th floor.

SEPTEMBER 17, 1926

C. C. Campbell, housefurnishings, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

Mr. Moreland, housefurnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St. (B. F. Levis).

Mrs. J. Maurice, art goods, boudoir and bed lamps, Hub, Baltimore, Md., 1100 Broadway.

Mr. Hurburt, china, glass and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

J. J. Fagan, kitchen furnishing goods and toys, Shartenberg & Robinson, Pawtucket, R. I., 315 Fourth Ave.

I. D. Knight, housefurnishing goods and toys, Holden & Stone, Pittsfield, Mass., 105 Madison Ave.

SEPTEMBER 20, 1926

R. Rolan, housefurnishings, G. W. Thompson Co., Galveston, Texas, 120 West 32nd St. (A. Fantl).

SEPTEMBER 21, 1926

J. Kohnfelder, housefurnishings, toys, Kaufmann & Baer Co., Pittsburgh, Pa., 116 West 32nd St.

A. J. Moser, toys, housefurnishings, I. Sulzbacher Co., Steubenville, O., 1150 Broadway (F. Lilienthal & Co.).

I. E. Fronani, china, glass, pottery, Woodward and Lothrop, Washington, D. C., 370 Seventh Ave., Room 1702.

G. T. Ades, toys and basement merchandise, Fair Store, Anderson, Inc., 128 West 31st St., 7th floor.

Miss Windham, lamps and objects of art, Raphael Weill Co., Inc., San Francisco, Calif., 455 Seventh Ave.

PETER POTTER



PETER POTTER SAYS: Only ninety-three more days 'till Christmas. Th' fellers in th' trade thet don't get their orders in pretty quick now ere liable to gi left.

Miss B. Dooqd, gifts and art goods, Culbertson's, Spokane Wash., 16 West 32nd St., Room 1402.

SEPTEMBER 22, 1926

S. Bram, housefurnishings, Bernheimer Leader Stores, Baltimore, Md., 128 W. 31st St. (American Retailers Assn.).

Mr. McLaughlin, lamps, Newcomb-Endicott Co., Detroit, Mich.

W. P. Bartholomew, toys, housefurnishings, Strain Bros., Great Falls, Mont., 128 W. 31st St. (Weill & Hartmann).

A. Long, lamps, Dayton Co., Minneapolis, Minn., 1440 Broadway (Assoc. Dry Goods).

Mr. Tonner, housefurnishings, The Hub, Wheeling, West Va. 131 W. 35th St. (J. Hartblay, Inc.).

A. Schwartz, housefurnishing goods, Hecht Bros. Co., Baltimore, Md., 1150 Broadway.

Miss H. Dud, gifts, Edward Wren Co., Springfield, Ohio, 128 West 31st St., 7th floor.

New York Showrooms

(Continued from page 18)

tre vases, fancy vases and lacquered goods such as compartment boxes, trays, etc. These are all brand new and represent their advance showings for 1927. The main floor devoted to the open stock lines, has on exhibit a splendid display of lustre and Tokonabe wall brackets in a diversity of shapes. In lustre the colorings tend towards blues and yellows with floral decorations, while on others a raised bird treatment is used to excellent advantage. The well known Taiyo lines of china such as tea sets, etc., in open stock are also being shown in a larger selection of patterns than ever. Novelties for the gift shop are being shown as well.

"NUROCK"

The most popular
BAKING AND
SERVING
WARE

made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmanter & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

If You're Interested in Lamps—

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Vol. 103, No. 13

SEPT. 30, 1926



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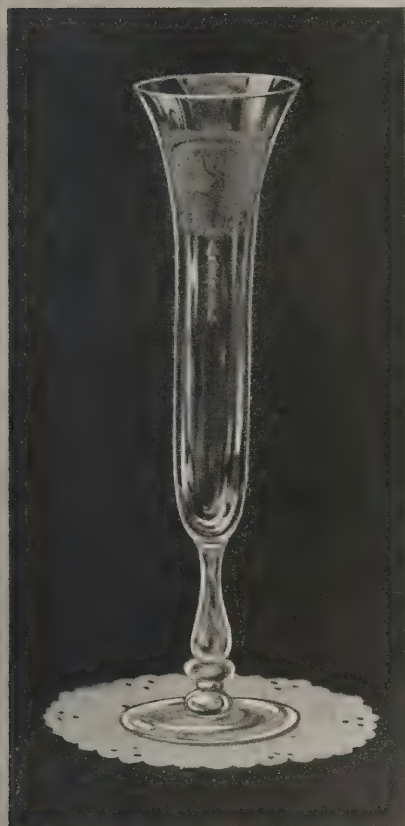
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AS THE EDITOR SEES IT

Stores
Like
ies?

Whether retail stores build up a city or the city builds up the retail stores is in some respects an open question, but Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States, in an address at the twenty-fifth anniversary of the Chicago Association of Commerce, expressed the view that stores follow the population and not population the stores.

"The first store," said Mr. Dodd, "does not produce density of population, but density of population almost, if not quite, automatically produces the first store. The existence of a store might have some effect in attracting population, but it is inconsiderable as compared with the attraction that population has for the store."

To prove his case Mr. Dodd cited one instance which, though typical, does not stand alone. "In a northwestern state," he said, "there is a town of 5,140 inhabitants in a county with 15,427 inhabitants and a state population of 1,872. It is a curious and significant fact that the population of the town was smaller by 17 people in 1920 than it was ten years before. In this town of 5,140 inhabitants there is a department store which did an annual business of about \$500,000. It has grown from the practically nothing on an ordinary country general store to its present size entirely through the ability of one man as a merchant who is still in middle life. But this store has had no appreciable influence in developing the town in

which it is situated. The town has been, is and will remain normal—in other words, appropriate to its geographical location."

Business and Politics

John W. O'Leary, president of the Chamber of Commerce of the United States, called attention in a recent address to the fact that a decided change has taken place in the relationship between politics and business.

"From 1887, the time of the passing of the Interstate Commerce Commission Act, until within the past few years, business has been an object of investigation, restriction and regulation. What are the political conditions today? Everything that is being done points to a constructive and helpful attitude towards business enterprise.

"What has promoted this change of public opinion, public attitude and political attitude? We have the same sort of government we had before. We have exactly the same sort of men in public office. Something must have happened.

"I think this change can be traced back to the fact that twelve or thirteen years ago business reorganized itself on a new basis, and for the first time within the history of the United States there was created a means by which the facts regarding business could be obtained, facts regarding business given publicity, the opinion of business ascertained on public questions, not from any single source but from every source, from every type of industry, from every section of the country."



CAUGHT IN THE NEWS NET



H EAD of the well known English factory of W. G. Copeland & Sons, Ronald R. J. Copeland, arrived last Saturday accompanied by Mrs. Copeland on the Canadian Pacific steamer *Montclare*, which docked at Montreal. Mr. Copeland, who plans to make an extensive stay here has made arrangements to meet Sid J. Thompson, head of Copeland & Thompson, American representatives for the Copeland factory in Boston about the 30th of this month. From that city Mr. Copeland plans to make a tour of the country as far as the Pacific Coast and on this Mr. Thompson will accompany him as far as Chicago. Among some of the cities in the United States and Canada Mr. Copeland intends visiting to call on his many friends are Montreal, Toronto, Boston and Washington and his schedule is such that he will be back in New York probably in December.

Eugene B. Fondeville, father of the late A. J. Fondeville, the importer and grandfather of Eugene Fondeville, present head of A. J. Fondeville & Co., died on Tuesday, at the age of ninety-three. He was active both mentally and physically up to the time of his passing. Funeral services will be held at Campbell's Funeral Church today (Thursday).

Bertrand Rhead, general manager of the Ceramic department of J. H. Butcher & Co., Ltd., manufacturers of decalcomania, Birmingham, England, arrived from England on Tuesday. Since his arrival here he has appointed Carlton F. Bogart who has been for the past two years the concern's New York representative for another department of the business as representative for their ceramic department as well. Mr. Rhead left for East Liverpool Wednesday night with Mr. Bogart to introduce him there. He will remain in the East Liverpool district for two or three weeks before returning to England. Mr. Bogart succeeds George Barlow recently resigned.

"Sid" Thompson, head of Copeland & Thompson, the English importers, left last Sunday night on a road trip the first stop of which will be Philadelphia. From there he will go to Boston, where he has made arrangements to meet Mr. Ronald Copeland, head of the Copeland factory in England; who is in this country on a visit. Their plans are that Mr. Thompson will accompany Mr. Copeland as far as Chicago and from that city will continue over his territory, going as far as Omaha, Neb.. In all he expects to be away until about December 10.

Claude Dowdney, well known in the glass trade and of the most popular salesmen in the Metropolitan territory who was for years associated with Kiefer Bros., has been engaged to cover New York and adjacent territory for Horace C. Gray Co. Mr. Dowdney's last connection was with the New York office of the Libbey Glass Mfg. Co.

Hugh B. Thistle, treasurer of Phillips, Thistle & Smith Inc., who represent the Pope-Gosser China Co., Coshton, O., and the Seneca Glass Co., Morgantown, W. Va., left last Monday night for a trip on which he will cover New York State taking with him the new sample lines of his factories.

Among buyers visiting the New York market this week were A. C. Smith, of Halle Bros., Cleveland, O.; M. Neller-moe, buyer for the Home Furniture Co., St. Paul, S. D., and William Van Cleff, who has his specialty and Gift shop at St. Petersburg, Florida.

Vice President W. L. Orme and Secretary W. C. Cartney, of the Cambridge Glass Co., Cambridge, O., were visitors in town last week, consulting with New York manager, O. C. Graham. They remained here until Sunday when they left for Philadelphia to take in the Deasey-Tunney boxing match, returning to New York, where they remained until today (Thursday) and then proceeded on to Boston from where they will return to the factory.

J. H. Venon, head of the importing house of J. H. Venon, Inc., arrived home from Europe last Wednesday aboard the steamer *De Grasse*. He has been away from the past four months consulting with the heads of various foreign factories he represents in this country. The reports that he has arranged for a sample line of Rock Crystal and colored glassware both in table and fancy items which in its size and scope of patterns promises to be a revelation.

Ira M. Clarke Resigns from New Martinsville Glass Mfg. Co.

Ira M. Clarke, well known in the glass manufacturing business as one of its most progressive figures and who was general manager of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., for the past several years, has made a substantial success of the management of the factory, announced his resignation from the concern this week.

Mr. Clarke resigned on August 13 his resignation taking effect on September 24.

He is still the largest stockholder in the company and a member of the Board of Directors.

Robert E. McEldowney, who has been secretary of the company for the past year, has succeeded Mr. Clarke as general manager.

Fair Trade League Becomes Fair Trade "Association"

The members of the American Fair Trade League, who include nearly a thousand leading manufacturers and distributors doing business in every state of the Union, have voted almost unanimously in favor of substituting the word "Association" for the word "League" in the name of the organization. Edmond A. Whittier, Secretary-Treasurer of the organization, has just announced in a bulletin to the members the result of the referendum on the change of name, which takes effect immediately.

The question was brought up at the annual meeting here on June 30. Those who proposed the change urged that the word "League" implies an organization with a single objective, such as the "Anti-Saloon League" or the "Tariff Reform League," whereas, the term "Association" is better suited to a trade organization interested in all matters pertaining to the improvement of business practices.

It was decided that the term "Association" is more in accordance with the objectives of the organization, which are stated as follows:

1. To aid in the re-establishment and continuance of fair competitive commercial conditions;
2. To promote honesty in manufacturing, in advertising, and in merchandising, for the mutual interest of the consumer, the middleman and the manufacturer;
3. To bring to the public attention the existing evils in merchandising methods which operate to the injury of society;
4. To act as a clearing house of information concerning trade practices and systems, and legislation relating thereto.
5. To aid in securing the enactment and enforcement of laws, state and national, that will,—
 - (a) prohibit and penalize unfair competition;
 - (b) prohibit and penalize dishonest advertising;
 - (c) prevent the elimination of the smaller business man by unfair methods;
6. And to secure to the public the benefits and protection of stable, uniform retail prices upon all trade marked and branded goods."

Montgomery Ward Opens Up Another

The second of Montgomery Ward & Co.'s local merchandise displays has been opened at Plymouth, Ind., which was selected from among sixty-six other Indiana communities of about 5000 population.

In the case of the display opened at Marysville, Ind., the general success of which is reported by Ward officials to have exceeded their expectations, the Plymouth

display is in the nature of an experiment, a new departure in the mail-order business, calculated to enable prospective customers to judge the quality and value of merchandise listed in Ward's catalogue.

The merchandise on display is for inspection only, but visitors are able to place mail orders, delivery to be made from the firm's Chicago store, which is the nearest of the firm's seven distributing stations to the Indiana community. The only exceptions are auto tires, tubes and batteries and radio tubes and batteries. Stocks of these service items are carried in the display for immediate delivery.

Approximately 25,000 customers of Montgomery Ward & Co. live within a radius of twenty-five to thirty miles of Plymouth, many of them having traded with the firm for twenty to thirty years. Invitations were extended to these customers to attend the formal opening of the Plymouth display, and the opening attracted thousands of visitors to the Indiana town.

Merchants and other business men of Plymouth co-operated to make the opening a success, and the Chamber of Commerce extended its welcome to Montgomery Ward & Co. as another factor in the commercial and industrial life of the town.

A number of executives from the Chicago headquarters of the company were present at the opening.

Mail Order Sales Gain

Sears, Roebuck & Co. report sales for the month of August amounting to \$19,604,621. This figure compares with \$16,946,972 for August, 1925, and represents a sales gain of 15.7 per cent over the same period a year ago.

Sales for the first eight months of 1926 up to August 31 were \$166,237,923 as against \$152,262,838 for the corresponding time in 1925. This is an increase of 9.2 per cent in sales volume.

Montgomery Ward & Co. showed August sales of \$12,667,432 as compared with \$11,801,892 for the same month in 1925, a gain of 7.33 per cent.

For the first eight months of 1926 sales amounted to \$119,867,695 as against \$105,070,429 for 1925, an increase of 14.08 per cent.

Steiger Statement

Albert Steiger, Inc., operator of department stores in Springfield, Mass., Hartford, Holyoke and other New England cities, recently filed its annual statement for the year ended December 31, 1925, as follows:

Assets: Real estate improvements, \$457,836; furniture, fixtures and tools, \$517,599; autos, trucks and teams, \$18,442; merchandise, \$1,145,760; notes receivable, \$109,932; accounts receivable, \$787,147; cash, \$200,000; investments, \$23,740; prepaid expenses, \$5,905; good will and leases, \$1; total \$3,267,278.

Liabilities: Preferred stock, \$1,591,200; common stock, \$182,061; accrued expense, \$7,116; accounts payable, \$191,256; notes payable, \$450,000; reserve, \$327,359; surplus, \$518,286; total \$3,267,278.



WHAT THE POTTERIES ARE DOING



Generalware Manufacturers Watching Chain Store Development With Interest

FOR some months past generalware manufacturers of the East Liverpool district have watched with rather active interest the trend in the mercantile world toward formation of new syndicates or store chains. The end of this expansion does not appear to be in the near future. The manufacturers are of the opinion now, that while these syndicates are primarily interested in reducing overhead costs in material ways, and adopting the policy of group buying whenever possible, the scheme of group buying will not very readily fit into the dinnerware sections of these department store chains. The most recent syndicate chain to be announced in the trade here is that being formed by Block & Kuhl, with headquarters at Peoria, Ill. This firm is about to open its second store at Decatur, and in the building formerly occupied by the department store of Linn & Scruggs. This store will be under the local management of O. H. Naffziger. Representatives of Block & Kuhl have visited other locations in Illinois, and later it is proposed to establish additional department stores, with probable locations at Quincy, Galesburg, Bloomington, Danville, Rockford and Springfield. It is related that these new department stores will carry all lines featured in the main unit store at Peoria, and that within a short time initial orders for merchandise will be placed for these additional units. According to a report current in the trade here, a number of other department store syndicates are being proposed, although at the moment no definite information is obtainable concerning the details of these mergers. Dinnerware manufacturers contend, however, that in the buying of dinnerware for these different stores, the tastes of the buying public in the local community will have to be followed.

Homer Taylor Goes to Florida

Upon receipt of direct information from the wreck-torn Miami, Fla., district; Homer J. Taylor, president of Knowles, Taylor & Knowles Co., left for Miami and Sebring, Fla. Mr. Taylor for some years has been interested in Florida development and owns property there. His son, John O. Taylor, has been residing at Miami, Fla., and he was one of the first to act as a courier to get news of the disaster out of Florida to people in the north. A daughter of Mr. Taylor, Mrs. Harold F. McNutt, has also been residing in the Miami district, but she and her husband were unharmed. At Sebring, Fla., a community of over 4,000 people, and founded by George E. Sebring, escaped damage by the storm, according to a wire received

from Mr. Sebring by Charles L. Sebring, president of Sebring Pottery Co., Sebring O. Other details in a wire to Mr. Sebring advised of the total destruction of towns not far distant from Sebring, Fla. The hotel erected at Miami, Fla., by Mr. Taylor and occupied by his daughter was unroofed. Mr. McNutt and John Taylor operate a printing plant at Miami Beach and the property was destroyed. Mr. Taylor is expected to return to his office here within the next fortnight.

James Smith Returns from Europe

James M. Smith, president of the Shenango Pottery Co., New Castle, Pa., who with his wife have been spending two months touring European countries, returned to his home early this week. Mr. Smith proposed to visit a number of pottery districts while abroad.

Wife Ill, George Bratt Hurries Home

On account of the serious illness of his wife, who is being cared for at the home of relatives at Toledo, George T. Bratt, Western salesman for the Edwin Knowles China Co., has been compelled to suddenly interrupt his present trip. After being removed to Toledo, Mr. Bratt suffered a relapse, and then Mr. Bratt was summoned. She has been in ill health for six months.

Walter Browning, dinnerware buyer for Gimbel Bros. New York, spent several days in the local market late last week. Mr. Browning was interested in merchandise both early and future delivery. He was registered at the Elks Club.

Increase in Package Orders for Pottery

Package manufacturers of this district this week have announced a decided increase in orders from the pottery trade. This of course clearly indicates that shipping is becoming heavier. A rather large amount of business is now being forwarded by the manufacturers here and in this immediate district that was booked earlier in the season. Throughout this territory, increased production records are being announced. Those plants that have been operating from three to four days per week are now working four and five. There are several other plants, however, that have been working full time, and the larger factories in the district are included in the latter list. Mail orders are heavier. Larger amounts of merchandise are being specified. Department store buyers are showing more interest in the market now than for many months.

der houses are asking for quick deliveries, and the furniture trade appears to be anxious to get all their orders on file delivered before Nov. 1st. Not in weeks has the general situation in the dinnerware industry here-out appeared as bright as at present.

Buyers Looking for Thirds

A number of buyers have been in the local market during the last few days from New York and Chicago looking into the "thirds" market. This character of ware is as heavy as was the case some years ago for the very good reason that greater care is being made in the production end of the factories and losses have been materially reduced.

Potters Planning for Next Meeting

Within the next few weeks the Executive Committee of the United States Potters' Association will consider plans having to do with the next annual meeting of the Association. It has generally followed that the time and place has been selected during October. It would create no surprise to learn of New York again being selected for the annual session, although it has been some years since a meeting has been held at Washington, D. C., the latter place may also be considered by the executive committee this season.

A. J. Strikow, dinnerware broker, with offices in New York, has returned to the east after spending several days in the local market.

Pottery District Spared By Storm

Various pottery districts in the northeastern Ohio district, including this locality escaped storm damage during the last week, although five miles north of East Liverpool heavy loss was sustained when houses were unroofed or blown over and farm buildings demolished. At Salineville, O., where the plant of the National China Co. is located, that community was without water, due to the bursting of water mains during a storm period. In the Carrollton and Sebring districts no property damage was reported, although heavy rains for a period flooded all streets curb high.

No New Shapes for 1927

So far as definite plans have been announced, no new dinner shapes will be issued by the manufacturers in this immediate district for 1927 delivery. In two or three instances some consideration has been given to new shapes, but so far no definite conclusions have been reached by these interests. Over twenty new shapes were placed on the market last January, and the manufacturers declare that this volume of new designs will be sufficient for several years. So far as treatments are concerned, however, the number of new patterns offered the trade will be about as extensive as usual. Current patterns that have been

(Continued on page 25)

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Minpro Spar is selected by leading pottery makers for its unusual excellence and the fact that it is of dependable quality.

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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



John Fenton Considering Erection of \$300,000 Glass Plant in Kansas

THE intention of John B. Fenton, Wheeling, W. Va., to erect a modern glass factory at Eureka, Kansas, at a cost of probably \$300,000 for the purpose of manufacturing tableware, blown and stemware and a general line of novelty glassware and specialties has been reported. Mr. Fenton has concluded an agreement with the Chamber of Commerce of Eureka, Kan., with this end in view, and the plant is to be in operation within a year. It is proposed to give employment to over 200 people, and the payroll has been placed at approximately \$2,000 per week. For many years Mr. Fenton has been engaged in the glass business, the factory he opened at Millersburg, O., was one of the first in the country to produce a line of iridescent glassware. He has also been engaged in the production of signal glass which obtained a wide market. The factory will be the only one of its character in the Kansas district producing the lines proposed by Mr. Fenton.

Florida Hurricane District Ordering Glass

Southern jobbing interests and retail distributors in the south Florida section have been making inquiries among glass factories hereabouts concerning the immediate forwarding of merchandise into the stricken Florida district. And it may be said that the need for dinnerware is just as urgent as that of glassware. Heavy loss of glassware and dinnerware was sustained in all parts of Florida where the storm worked so much havoc. With the re-establishment of homes, restaurants and hotels, the need of glassware and dinnerware has been classed as urgent, and manufacturers of both lines who have been called upon to forward merchandise have allowed all such orders to take first place in the point of shipment.

Southern jobbing interests have been shipping some of this class of goods to dealers in south Florida, and where all available stocks were quickly exhausted. Now has come the time of replacement. Carloads of both glassware and dinnerware will be eventually required to supply all wants in the stricken area.

Allegheny Shippers Board Formed

The Allegheny Shippers' Advisory Board has been organized, the thirteenth of its character to be formed in the United States, headquarters of which will be maintained in Pittsburgh. The formation of this board completes a chain of similar organizations all over the country.

Fourteen

The duty of this board is to make advance estimate its requirements for railroad freight service, and to operate generally with shippers and the railroads in handling traffic and observing car service rules. Among several hundred who attended the organization meeting here at the William Penn Hotel included Harry D. Votringer, president of the Steubenville Pottery Co., Steubenville, O.; V. L. Sarbest, traffic manager for the Hamilton Atlas Glass Co., Wheeling, W. Va.; J. C. Magness, traffic director of the Glass Container Association, New York City. Another general meeting of transportation houses and shippers is scheduled to be held here within the next few weeks.

Belmont Tumbler Co. Has Small Fire

Some damage was done at the plant of the Belmont Tumbler Co., Bellaire, O., a few days ago when molten glass being drained from a tank set fire to the factory. Production was only partially inconvenienced, and within a few days former schedule of operation will be resumed.

Distributors Interested in Holiday Stock

From many parts of the country, according to reports now being received by the flint glass manufacturers, distributors are interested in late fall and holiday stock. Many specifications are larger than those placed a year ago, and it is interesting to note that the demand for colored glassware and novelty items is very strong. Reports, according to letters the manufacturers have been receiving, indicate that goods are wanted early, and the view seems to be taken that the "do your Christmas shopping early" campaign will get an early start this year. In several large department stores have already launched such campaigns. With this idea of buying holiday goods early, distributors of course desire full stocks. This department has been informed by a number of buyers that a heavy holiday trade is being anticipated, and much advance publicity is to be used with this end in view.

Reorganization Sale Successful

Salesmen traveling the south have written home of the success of the "reorganization sale" in three department stores at Waco, Dallas and Ft. Worth, Texas, owned by the Sanger Bros. interests. Glassware and dinnerware sections in these several stores shared the heavy volume of business handled in associated departments. Retail buyers from all territory surrounding the three cities flocked to the nearest one to attend the sale and the announcement has been made by the firm that

attendance records were broken in each store while the sale continued. At Waco, Texas, a city with a population of 40,000 sales for one day totaled over \$75,000—almost \$2 per head for every one enumerated there. The sale was the most successful of the character ever reported in Texas, it is declared.

A report is current here that the plant of the Citizens Glass Co., at Barnesville, O., which has been idle for a period of time, has been acquired by new interests, and that it will again be placed in operation.

Gas City No. 1 Furnace Again Working

At Gas City, Ind., the Illinois Glass Co. has announced that its No. 1 furnace that has been idle all summer will again be placed in operation immediately. The Illinois-Pacific Glass Co., at Vernon, Calif., is also to be enlarged, the company having announced its proposal to spend upwards of \$150,000 in factory extensions.

High Grade Decorated Glassware Selling

Manufacturers of high grade decorated glassware declared this week that sales are increasing on this line, and that the volume of such goods being ordered is quite in advance of that of a year ago. Coupled with the demand for this class of goods is the demand for the better class of blown and stemware and in this line especially is the demand active for the two-tone listings of the manufac-

turers. Practically all business manufacturers are receiving for this class of merchandise is for immediate shipment, or as soon as the goods can be manufactured. Few if any future shipping dates are specified on orders for this class of ware.

Production has been started at the new plant of the Louie Glass Co., Weston, W. Va., construction of the factory having begun early in the summer. This factory will produce a general line of glassware, including a line of novelty and fancy goods.

Holiday Demand Active for Flint Glass

A general survey of all flint glass factories at this time shows that in nearly every instance the early demand for holiday goods is most marked. There have been many instances of late where buyers who placed orders early but for late delivery have since asked that all such orders be forwarded at once. The manufacturers are taking several views of this situation. Some contend retail stocks are short, others that with the summer vacation period over there has been more active buying, and still others hold that stores are preparing early for an active fall and holiday trade. Regardless of the views of the manufacturers, the fact remains that goods are wanted and early shipments insisted upon. As a result of this situation factory operations are being well maintained, and factory production at this time is better than at any previous month in the year.

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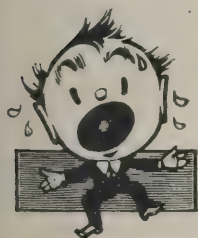


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Factory Representative E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897 Chicago		

The Duncan & Miller Glass Co.
Washington, Pa.

Looking Over New York's Showrooms

New Offerings Make Metropolitan Displays Unusually Worth While

Rosenthal All Ivory Body Dinnerware

The rarity of anything really new in chinaware makes an innovation such as the production of the Rosenthal ivory china on a hard fired all ivory body, somewhat of a sensation. That is just what has happened with the introduction of the beautiful ivory body produced by this well-known factory. Probably nothing has created more enthusiasm since the invention of the china body itself. Years of experimentation by the Rosenthal factory at last overcame the tremendous manufacturing difficulties and brought the all ivory body to a state of perfection. The ware is fired at extremely high temperature producing a hard glaze which cannot be scratched nor become grimy nor absorb grease as with lower fired wares. The fine texture of the body and the rich warm ivory translucency is beautiful in itself and in connection with the exceedingly tasteful assemblage of choice decorative treatments in which it is being shown at the salesrooms of the Rosenthal China Corp., 149-151 Fifth Ave., it is well deserving of attention.

Johnson Bros. Introduces Silvern Shape

It is seldom so much enthusiasm is aroused as has been evidenced in the introduction by Johnson Bros., the well known English pottery of their Silvern shape, just recently placed on exhibit at their New York salesrooms, 39-41 West 23rd St. This is brought out in the concern's beautiful Pareek body, first disclosed to the trade in 1926. In creating the Silvern shape Johnson Bros. secured the services of Henry Creange, formerly well known in the trade as a china importer who since has attained fame in the world of art as a master of modern design and craft and whose artistic creations are justly famous throughout the world. To those who might not be familiar with the importance of Mr. Creange's achievements, he was U. S. A. Department of Commerce Commissioner to the Paris Exposition of Modern and Decorative Arts; first winner of the "Arts in Industry" Medal of the Architectural League of New York; the only American whose designs received the highest distinction of being exhibited at the Musee des Arts Decoratifs in the Louvre, Paris, and who was created Knight of the Legion of Honour by the French Government, 1925. In the Silvern, Mr. Creange has built a shape which is a veritable triumph of genius. Every piece is a perfect gem and has a particular interest of its own, for there is no slavish adherence to exactness of contour throughout the service. The cover dish is a marvel of artistic utility. Round, purely plain, and straight sided, with a flat cover, it lends itself most perfectly to decorative schemes, which emphasize its beauty of form. The solid handles, which are part of the piece itself, strike an entirely new note. They are beautifully modeled, and, placed horizontally almost at the top, they afford secure and natural hold when in use. Now take off the cover!

and at once the stroke of the Master-mind which created this model is seen—for the bottom is adapted, in a way that no other shape could possibly be, to show up its decoration. Because of this the bottom is a complete piece in itself, and also makes a beautiful Salad Bowl. The manufacture of a cover dish of this description involves highly technical difficulties, but the expert methods of Johnson Brothers enabled them to overcome these successfully. For the Decorative treatment of this shape Mr. Creange has drawn upon his unequalled knowledge and experience of Ceramic and Textile industries and used it in applying the best principals and finest motifs of modern design. And he has demonstrated that great beauty and original expression can easily go hand in hand with moderate cost; for taste, providing you possess it, costs nothing. Every pattern has been specially created for the shape. Each one has a distinct individuality and a fascinating charm.

Mogi, Momonoi New Importations Attract Buyers

One of the most diversified displays of Japanese chinaware is to be seen at the showrooms of Mogi, Momonoi & Co. importers, 105 East 16th St. Lustre tea sets in an excellent selection of pretty colors are prominently featured. The decorative effects at once catch the eye for they are different from the ordinary. One set in a beetle green is very odd and so pleasing that it cannot help but prove exceedingly popular. The design shows a parrot in natural colors; with a dainty small white daisy and green leaf spray. Another is shown on a yellow background with a blue band border and a very prominent embossed rose. Still a third is treated on the order of Czecho decorative ideas embodying groups of flowers in striking colors. There is a showing of wall pockets in all sorts of colors and treatments. Then there is a splendid exhibit of lustre lamp bases. These come completely wired, ready for use and may be had in either a solid one color lustre or with a pretty cherry blossom and spray decoration. Their new sample line of vases is most varied, there being any number of novel shapes to choose from in bird, floral and scenic decorations executed in characteristic Japanese style. The concern's assortment of flower holders is also interesting, one of the original ideas shown is modeled to resemble a cabbage. The green natural color of this is so perfect that it all but looks like a real vegetable at first glance. Others are shown in the form of birds, boats, etc., both in lustre and fancy decorations. Salt and pepper shakers are to be seen in a varied assortment of odd shapes while a splendid selection of bridge sets consisting of eight cups and saucers, tea pot, sugar and creamer just suitable for two tables in exceptionally pretty blues and yellows with fancy floral decorations to select from is another showing certain to prove interesting.

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Business in Windy City Is Running Ahead of Last Year

THE general trend of the market situation in Chicago is aptly expressed in the weekly review of business issued by R. G. Dun & Co., which says in part that activity in practically all lines of business is running ahead of last year in this area, although complaints are cropping out here and there and as in the early spring, the competition is cutting the profits per unit. The review states further "Retail department store trade in the city is reported substantially ahead of the like period last year. Conditions in the farming districts affected by the recent floods are, however, not so good. Wholesale merchandise distribution failed in the last week to reach quite the volume of the corresponding week of 1925, but road sales are better. More customers are reported in the local field."

The Montclare Glass Co., an Illinois incorporation, has changed its name to the Montclare Glass and Mill Co.

W. T. Darden, manager of the local office of the Dresden Pottery Co., reports that he is showing several new patterns of Chinese borders in yellow and black, which are proving very popular with the trade.

At a special meeting in the offices of Albert Pick & Co. last week, stockholders approved the proposal to increase the authorized common stock from 300,000 shares of \$10 par value to 720,000 shares of \$10 par value. The proposal authorizing directors of Albert Pick & Company to acquire all of the assets of L. Barth & Co., was also ratified at this meeting. L. Barth & Co. is now owned by Albert Pick, Barth & Co., a holding company formed in December of last year. The entire issued and outstanding stock of the Lorillard Refrigerator Company will also be acquired through the ratification of this proposal. The proposed increase in common stock will bring the total authorized capitalization of Albert Pick & Company to \$17,200,000, of which \$10,000,000 is preferred stock.

M. Schwartz, of the Golden Rule Store, St. Paul, Minn., was a visitor in this market last week.

Among visitors in Chicago last week were Roy Braisted and Miss E. N. Swenson, of Davis and Braisted, Minneapolis, Minn.

H. R. Shirley, of Maddock & Miller, New York City, called on the trade in this market last Thursday.

The Metal Crafts Corp., 1241-43 Mautene St., was recently incorporated with a capital stock of \$30,000 to manufacture and deal in lamps, lighting fixtures, metal and other novelties. The company was formed by Wm. Abrams, Benjamin Lerman and J. W. Cohen.

O. Philipps, manager of the Chicago office of the Albright China Co., Carrollton, O., returned early last week from a trip through Eastern markets.

Henry Von Hagel, china and glass buyer of Sears Roebuck & Co., returned last week from a trip through Tennessee and Virginia.

Walter H. Wiseman, of the Monongah Glass Co., Fairmont, W. Va., left Chicago for the home office after spending two weeks here.

W. B. Lazure, of the United States Glass Co., made a trip to this company's factories in Tiffin, Ohio, and Gas City, Ind., last week.

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Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

Harry Hulett, crockery and glass dealer of Marshall, Mich., called on the Chicago trade last week.

Chicago to Be Sight of Many Merchandising Events in February

A great many merchandising events are to be held in Chicago during the first week in February. Four of these will take place at about the same time. The Annual Housefurnishings Exhibit is to be held at the Hotel Sherman from January 31 to February 5. The Eastern Importers and Manufacturers Exhibition will be held at the Palmer House, January 31 to February 13. The Pottery, Glass, Lamps and Housefurnishings Association's market event will take place at the local showrooms January 31 to February 13 and the Interstate Merchants' Council Semi-Annual-Convention, which will be attended by 2,000 retail merchants from all parts of the United States, will convene at the Sherman Hotel, February 1, 2 and 3. Directly preceding these events, the China, Glass & Gift Show is to be held. This will be at the Hotel Sherman from January 24 to 29. With the same time, no buyer will be able to overlook this opportunity of coming to Chicago for business.

About 60 members of the local trade attended Pete Rinkin's annual party at the Boston Store's Recreation Farm, Lake Beulah, Wis., over the week end of September 10. This party was sponsored by W. H. Fergus, manager of the Boston Store's housefurnishing department, and Peter G. Rinkin, manager of the china and glass department. The main crowd left Chicago over the Soo Line Friday night, a second party left Saturday evening, and many motored. Those present were amused in various ways, including fishing, bathing, boating and an impromptu golf tournament. The high light of the affair was the Sunday dinner. Among the speakers were Pete Rinkin, W. H. Fergus, Max Wolff, Walter Redfield, and E. M. Meder. One minute of solemn meditation was

given in memory of the following members who passed away during the past year: Oscar W. Ecklund, Fred Foster, Lewis H. Simpson, Walter B. Andrews, Fred Clausen, Tom Butcher, Joe Davis, Dave Saunders and Charles Israel.

Lawrence Vivireto, of the Mosaic Shade Co., brought two Italian musicians, who rendered excellent mandolin and guitar music at suitable times during the entire party. A vote of thanks for a pleasant get-together was extended the Boston Store and Mr. and Mrs. Forbes, caretakers of the farm. Those present included the following

Rudolph Soukup, W. G. Minnemeyer, Harry O'Brien, Carlton Hoffman, Ed. Lewis, H. B. Klusmeyer, Marcus Kopf, Mr. Basse, J. B. Finn, Mr. Frontier, Mr. Weiler, A. H. McAnulty, Frank McAnulty, Elmer Saunders, Musician, Musician, T. J. Mulvihill, Mr. Scanlan, Mr. Mehlman, Lawrence Vivireto, Mr. Pahl, Martin Simpson, Earl W. Newton, C. L. Patterson, Walter B. Lazure, Harro Dennis, Mr. Devore, Clyde Reasned, Max Wolff, E. M. Meder, Oscar C. Helm, Walter Redfield, Mr. Worthington, Mr. Jumonville, Mr. Dalby, Mr. Kervette, Henry J. Vieman, F. B. Tinker, J. W. Mackey, Mr. Sider, Martin Carlstein, Earl Steinbeck, George Fowler, Mr. Olsen, Fred Renshaw, Bert Rinken, S. J. Natkin, Mr. Hubbell, Peter G. Rinken, W. H. Fergus, J. W. Power, W. C. Owen.

The Kanter Furniture Co., a Chicago firm, has increased its capital stock from \$20,000 to \$30,000.

Spengel's Furniture Store, Inc., 1301 Broadway, Highland, Ill., has been incorporated with a capital stock of \$25,000 to buy and sell furniture, stoves, musical instruments, etc. The company was formed by Louis Spengel, Alice Spengel and Raymond J. Spengel.

The Rubalta Studios are now offering a hand decorated

composite dresser set in six very attractive designs at \$16.50 per dozen. It is made up of a covered tray that will accommodate powder, rouge, lipstick, and eyebrow pencil. W. C. Owen, Inc., Chicago, has the above set, as well as many other decorated glassware items, exhibited in their showrooms in the Shops Building.

Sears-Roebuck Expanding Store in Chicago

Business must be increasing at the South Side retail store of Sears, Roebuck & Co., Chicago. Work is now under way to give the store additional selling space in the men's clothing department, first floor, and women's apparel on the third.

The space to be taken over was formerly used for stock and the management estimates that the expansion will add about 20 per cent more selling space. The departments are expected to be ready to transact business next Monday. Sales at all three retail stores of the mail order firm located in the outlying districts of the city are said to have enjoyed substantial gains in sales volume this year.

Charles M. Kittle, president of the company, is said to have declared recently that the catalogue house has added about 1,000,000 new customers since the beginning of 1926. From the present outlook the company expects to close the year with some 10,000,000 customers on its books and to do an annual volume of approximately \$280,000,000. This would represent an increase of about \$22,000,000 over last year's figures.

July sales of the retail stores is reported to have been the peak month of the first part of 1926 and although August is not usually looked at as a banner month, it is predicted that sales, when compiled, will break all previous records.

St. Paul Stores to Complete Merger

The merger of Schuneman & Evans and Mannheimer Bros., Inc., department stores, will be completed about October 1, W. L. Mayo, president and general manager of the new organization, announced here recently. The store will operate under the firm name of Schuneman's, Inc.

Officers of the newly organized firm are: W. L. Mayo, president and general manager; Albert Schuneman, first vice president; Harold Goodkind, Second vice president; Earl T. Schuneman, third vice-president; Leo Goodkind, treasurer, and Alfred S. Grosche, secretary. Charles Schuneman will be chairman of the board of directors and C. O. Kalman, prominent broker, and R. J. Lilly, president of the Merchants' National Bank, have been made members of the directorate.

The following statement was issued regarding the future policy of the store:

"Under the consolidation of Schuneman & Evans and Mannheimer Brothers, the only eliminations that will take place will be those that result from duplication of merchandise. This will make possible under one roof and make available to the families of St. Paul and its trading area, all the details of service and accommodation which

have for many years distinguished the names of these two institutions.

"Combining the resources of these two institutions and blending their organizations will make a very strong firm.

"Our policies with the trade will be to maintain those friendly and cordial relations already existing and to further the spirit of co-operation."

H. G. Pliefke, who has spent practically all his retailing career with Mannheimer Brothers, has been named merchandise manager. A. W. Bailey, superintendent of Schuneman's for many years, will be store manager. Charles Eginton will be director of personnel, Willard H. Campbell, director of advertising and publicity, and Fred Koch, credit manager.

"5 & 10" Trade Good, He Tells Coolidge

President Coolidge believes in securing authoritative sources for his information. Just now he is interested in the condition of the nation's business. The need is a vital one, because the status of business has always been the chief "selling talk" of the Republican Party.

Only recently Julius Rosenwald, head of the famed mail-order house, was an invited guest. The Chicagoan departed when he had presented his picture of the outlook for the business future.

Earle P. Charlton, of Fall River, Mass., vice president of the Woolworth stores, the latest guest representing the business world, gave Mr. Coolidge a slant on activities of chain store operations, together with some "dope" on textile conditions.

The Woolworth Company, he said, expects a \$250,000,000 year, an increase of 7 to 9 per cent over 1925. Aside from a few sections which he characterized as "spotty," he views general conditions as excellent, with business on "a sound, solid plane," and the railroads making "splendid deliveries."

In addition to his interest in the chain-store business, Mr. Charlton is head of the Charlton Textile Mills, of Fall River, and State trustee of the Eastern Street Railway Company of Massachusetts.

New England, he asserted, is prospering. Its textile plants, as hard hit as those of any other section by the depression that resulted from the sharp change from cottons and woollens to silk goods, are now running 65 to 70 per cent of normal capacity, while the position in the shoe industry is noticeably improved and the woolen trade has gained 25 per cent in the last few months.

There are 20 per cent more cotton spindles in the country than are needed, in the manufacturer's opinion, and he believes these should be scrapped to make way for other industries. Many of the lesser mills, he predicted, will be abandoned.

New England, he continued, is able to compete with the Southern cotton manufacturing centers, which have also been hard hit by the depression caused by operation of the law of supply and demand. Not only have the demands of women's styles changed from cotton to silk, but the call for usual lines of clothing has not been so great.

New Store Opens in Modern Building

The new home of Trinkler-Dohrmann Co., in San Jose, was the mecca of great throngs on Saturday evening, August 28, when the doors of the beautiful new building were thrown open for the first time. Crowds packed their way into the store, making their way down the spacious aisles, past brilliant displays of sparkling glass, china and silver, pausing to admire the potteries and gift wares gathered from all over the world. Myriads of lights reflected the colorful scene in decorative mirrors everywhere. Great masses of flowers sent by well-wishers brought the greetings of the community to Trinkler-Dohrmann Company in its new surroundings. During the evening the visitors were entertained by enchanting music from Allen Ferguson's orchestra.

The entire building of four floors and basement was thrown open for inspection. Beginning at the main floor there were far-reaching tables of fine china and colorful glass, silver of matchless beauty, clocks, a new department and fine importations in bronze and pottery, selected abroad for the new store by Walter Elms, chief buyer for the Dohrmann stores.

At the rear of the main floor are the conveniently located business offices and the private office of Walter Trinkler, vice-president and manager of the firm, to whose faith in San Jose and whose untiring efforts this beautiful new addition to San Jose's shopping district owes its being.

By elevator or easy stairway the guests made their way to the second floor, devoted to objects d'art, such as have never before been given such an extensive display in a San Jose store. Here were cloisene vases, bronzes, fine English and Holland pottery, occasional furniture in the prevailing Italian and Spanish types so appropriate of California homes, handsome mirrors amid a world of brilliantly lighted lamps. One interesting section is devoted to a popular-price gift department.

Hundreds of women made their way down the wide stairway leading to the household department to view the gleaming array of kitchen utensils and kitchen helps, everything to make housework a joy, instead of a drudge. Here, too, were displayed row after row of the newest model in ranges, shining porcelain enamel in white and silver gray. Electric conveniences, from toasters and waffle irons, to the latest models in washers, sweepers and ranges.

Visitors were shown also the great stock rooms of the third floor, passing down aisle after aisle of systematically arranged stock of dinnerware, glassware, pottery, household and the like, all labeled for easy choosing.

The front half of this floor is given over to the new headquarters of the Dohrmann Hotel Supply Company in this district and proved of special interest to the hotel and restaurant men.

The entire building throughout represents the very latest in design and convenience. It was built under the direct supervision of M. L. MacKenzie, superintendent of the realty division of Dohrmann Commercial Company and the embodies ideas gained while planning the San Diego

Dohrmann store, the new Dohrmann Hotel Supply Company and the Pacific Housewares buildings in San Francisco, and the remodeling of the great Nathan-Dohrmann Co. store on Union Square in San Francisco. At the present time Mr. Mackenzie is supervising the new eight-story home for Parmelee-Dohrmann Company in Los Angeles and reconstructing the Dohrmann Hotel Supply Company in Seattle. All while being constantly on the job in San Jose.

Ashley and Evers were the architects and Lindgren and Swinnerton the contractors for the new Trinkler-Dohrmann store. While the San Jose store follows the general plan of the other Dohrmann stores, the ground plan and major features are original to this store, being planned to fit the requirement of San Jose and buying territory embraces.

Outside, the building is an appropriate "California type" terra cotta with tile and marble trim, with extensive arched display windows and windows flooding the store with light on every floor. The display window backgrounds show an entirely new effect, extremely simple, yet by their very simplicity effectively showing off the magnificently opening displays. The entire front of the building is outlined with lights.

Throughout the store everything has been planned to give convenient service in proper and happy surroundings. The wide aisles, spacious stairways, high ceilings, convenient elevator service and beautiful lighting all give a new idea of store service.

Trinkler-Dohrmann Company in San Jose is one of 20 units in the Dohrmann chain of stores, extending from Seattle to San Diego, from Sacramento to the Hawaiian Islands. The first store was Nathan-Dohrmann Company in San Francisco, founded more than 75 years ago by Fred W. Dohrmann, Sr., Mr. B. Nathan and Mrs. B. Paulsen, a sister of Dohrmann. Today A. B. C. Dohrmann is president of all the associated stores and with him are associated Fred W. Dohrmann, Jr., and C. A. Parmelee. John Werner is the general manager of the associated stores, having devoted his lifetime to the Dohrmann interests.

Direct Mail Advertisers to Convene

What will undoubtedly be the greatest sales and merchandising event of the year takes place in Detroit at the Ninth Annual Direct Mail Advertising Convention and Exposition.

Two huge advertising expositions comprising the greatest and most elaborate in the field of advertising today will open at the New Masonic Temple. There will be more than one hundred and eighty exhibits.

A stellar program of nearly forty speakers, headed by John N. Willys, president of the Willys-Overland Company of Toledo, Ohio, and includes such well-known business figures as A. Heath Onthank, Chief Domestic Commerce Division, U. S. Department of Commerce; E. D. Gibbs, advertising manager, National Cash Register Company, Dayton, Ohio, and many others of prominence.

OBITUARY

David L. Wise

The recent death of David L. Wise, senior member of the firm of David L. and Chas. L. Wise, manufacturers agents, was a great shock to his many friends in the trade, a great number of whom had known him for years.

Mr. Wise, who was born in New York City in 1868, had been identified with the glassware business for the past thirty odd years. After his graduation from the Sachs School, a preparatory institution, his first business connection was with the Empire Cut Glass Co., 35 Warren St., being associated there with Sig. Herbert and the late Harry B. Hollis. Following this he went with Benjamin F. Hunt, a china importer, and at the discontinuance of Mr. Hunt's business he became connected with L. D. Bloch & Co., where he remained for a number of years. His last business connection prior to engaging in business for himself was with the S. Herbert Cut Glass Co.

Mr. Wise was a man most reserved in his manners but possessed of very firm traits of character, which one had to know him well to appreciate. While ill health during the latter months of his life handicapped him to a certain extent; (he had been treating with his physician for a year or more for a nervous trouble), he nevertheless continued to devote his time as usual to his business.

It was clearly evidenced how much his friends thought of him by the large number of trade members attending the funeral. Mr. Wise is survived by his brother Charles L. Wise and a sister Mrs. Sig. Herbert.

No change will be made in the business and it will be continued under the same policies as heretofore under the able management of Charles L. Wise.

Book Review

Department Store Organization, Volume I, Organization of the Chief Executive and Merchandise Function; Volume II, Organization of the Financial, Credit and Control Function; published by the Textile Publishing Company, New York City. Price \$3 each.

Millions of people, particularly women, shop in department stores throughout the year but strange to say very little has been written on just the method by which these department stores function.

This phase of department store operations has been considered in two studies of Department Store Organization by Arthur Lazarus. The first volume deals with the Organization of the Chief Executive and Merchandise Function, that is to say, how the store is put together and how the merchandise is secured and passed on to the public. The second volume deals with the Organization of the Financial, Credit and Control Function, the most essential part of the department store organization.

Theories are not given but the actual procedure of department stores in two scores of cities. The volumes indicate one thing—that department store organization is growing by leaps and bounds in complexity. An entirely

COMPARTMENT PLATES



We have ample stocks in Blue Willow Plates for home or restaurant use.

Also fancy hand painted Grills on an Ivory Body that are just the thing for informal luncheons.

Assure yourself of quick money-making turnovers by wiring us your order.

It will receive immediate attention.

The Sendar Company

Specials in
Domestic
Dinnerwear
and
Hotel China

35 West 23rd Street
New York

new form of organization has been made necessary by the style element in almost every department. The time was when tablecloths and draperies were standard but now the style changes very rapidly. These style changes have made necessary the establishment of the style bureau, the comparative shopping bureau and the organization of the want section to take care of customer wants not on hand.

Some glimpse of the complexity of organization is gleaned from the Buyer's Manual of one hundred pages, reproduced in the Appendix of the first volume, which supplies all the necessary information for the guidance of the department manager.

The contrasts between the buying public and the store, the salespeople, are not overlooked. Unsatisfactory contacts may destroy all that has been done by the rest of the organization in the way of sales promotion, and in the type of personnel chosen, their training, ability and personality, lies a great measure of success. The opinions of prominent store executives on the place of the salesperson in the store are quoted.

The two books are written primarily for those in the retail business but there is no doubt that they will have a wide appeal to those who want to know how a department store functions.

Good will is an insurance policy on future business.

Shelf warmers don't heat a store to any perceptible degree, but they certainly make it hot for the proprietor.

A product that sells itself



Representatives:
D. King Irwin,
200 Fifth Avenue
New York
E. J. Nickey
204 Grand Avenue,
Milwaukee, Wis.
F. A. Miner,
5 Prospect St.,
Rochester, N. Y.
E. E. Wilgus,
Rooms 35-36-37,
111 Summer St.,
Boston, Mass.
Earl W. Newton &
Associates
9 N. Wabash Ave.,
Chicago, Ill.
Western Glass
Products Co., 149
New Montgomery
St., San Francisco,
Cal.
Western Glass
Products Co.,
L. C. Smith Bldg.,
Seattle, Wash.
Western Glass
Products Co.,
1314 Fourth Ave.,
Los Angeles, Cal.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and
Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct
and have a complete
stock of the famous
gold medallion and
Blue and White
Canton.

Write for Price List

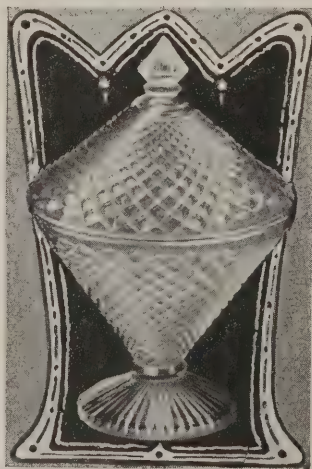


Gold Medallion Dinnerware

7-9 Mott St. Chinatown New York

Westmoreland Glass Co.

Grapeville, Pa.



Manufacturers of
High Grade
Glassware Plain, Cut
and Decorated
For Gift Shops,
Florists and Table
Use

No. 555
Candy Jar

Representatives

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H. C. Gray Co.,
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BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO

R. A. Keel,
4039 Lincoln Avenue
CHICAGO

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

CONCERNING OUR HOLIDAY NUMBER

*Copy is now being received
for the Holiday Number of the
CROCKERY AND GLASS JOURNAL.*

*The 1926 issue will consist of
some 250 pages, more beautiful
and elaborate than ever.*

*You can not afford not to be
represented in this issue.*

FOR INFORMATION AND RATES INQUIRE
CROCKERY AND GLASS JOURNAL
45 East 17th St. New York City



The Prince of Wales reviewing the Boy Scouts with R. R. J. Copeland, chief of the Staffordshire Scouts and the Mayor of Trent.

Prominent British Potter Here

Richard Ronald John Copeland, head of the English Pottery of W. G. Copeland & Sons, England, is in America visiting Sidney E. Thompson, of Copeland & Thompson, Inc., sales representatives in this country for the Copeland factory. *The Pottery and Glass Record* (England) in a recent issue had the following to say of Mr. Thompson:

"In 1754 the works in High Street, Stoke-on-Trent, were established by contemporaries of Thomas Whieldon named Banks & Turner, which later came into the possession of the first Josiah Spode, one of those early personalities who metamorphosed a rude craft into an elegant art. In 1777 the first Copeland secured an interest in it, and in the year 1833 W. T. Copeland took over the Spode works on his own account. From that date up to the present the Works have been carried on by a succession of the family of Copeland, and at the present time members of that illustrious family are conducting affairs. In the first instance, by the subject of this biography, assisted by his brother, Mr. Gresham Copeland. There is something remarkable in the history of this Works and that is, that throughout its lengthy career it has remained upon the eminent plane its first occupiers secured for it. It seems as if each successive owner has jealously guarded the best traditions and exalted status which was handed down to him, and we feel sure that at no time in its history was it in safer hands than that of its present owners.

"P. R. J. Copeland is endowed with the same safe and sound principles as his forbears, and he is actuated by the same lofty ideals which governed them throughout their career, and these characteristics and their close application to the Works and its productions are reflected in many

ways. It is somewhat refreshing to one who is a keen student of the potting industry and one who knows of the various phases which it has passed through during the last 150 years, to realize there are still a few left who take a pride in the goods they make and who put quality before quantity and idealism before profit, one with whom quality of workmanship counts for more than hurried productions of an indifferent product. There seems a quiet dignity about the methods of production and the administration and control of the Works of Copeland rarely met with in these days of ultra commercialism, and we are disposed to think that it is firms of the type of Copeland who are the most formidable bulwarks against the absolute commercialism of the industry. This is not a fantastic idea which suborns every instinct of business capacity, it is idealism closely allied to practical common sense, yet it displays an unyielding courage and a loyalty to one's predecessors, and must be ipso facto a glorious inspiration to those who are to follow. It is unquestionable that the first Copeland was a great potter, great also in the sense that he appreciated and cherished the heritage left to him by the Spodes and he passed on the firm's escutcheon to his successors untarnished. The present generation of Copelands are quite worthy successors of that great man.

"R. R. J. Copeland is the son of Richard Pirie Copeland, who was the son of William Taylor Copeland, M. O. Alderman and Lord Mayor of the City of London, who was the first Copeland to become sole proprietor of the Works. Mr. Ronald (for so he is generally known) was born at Kibbelstone Hall, Stone, in the County of Stafford on February, 1884. He received his education at Elstree

(Continued on next page)

(Continued from preceding page)

School, Harrow where he remained until he was in his nineteenth year. While at school he developed an aptitude for swimming in which he did well and other forms of sport greatly appealed to him. He secured a prize for mathematics, and his school career generally was very successful. Immediately after leaving school he was engaged at the Works, for he received instruction in each and every department for five years. At the expiration of that time his father appointed him assistant manager and later, owing to the prolonged illness of Mr. Copeland, Sr., the management devolved upon him. (Richard Pirie Copeland died March, 1913, and when this occurred the manufactory was left to the control of Mr. Ronald with Mr. Gresham to assist him.) In 1915 he married Ida, the daughter of Mrs. Cunliffe and the late Cammillo Fenzi of Florence, and two boys have been born to them. Their home is situated at Colwich near Stafford. Since the arduous duties of having the principal control of the works has devolved upon him he has not been able to devote much time to public work. He has, however, for a number of years, taken a keen interest in the Boy Scout Movement and has held various offices in connection with the Staffordshire administration. At the present time he holds the position of Chief Commissioner for the whole of North Staffordshire. He is a Freeman of the City of London and a Liveryman of the Worshipful Company of Goldsmiths, and is also on the committee of Royal Society of Arts, Pottery section. Mr. Ronald greeted the King and Queen at their Works when they visited the Pottery area in 1913. The Royal Party inspected several departments and favorably commented upon the appearance of the work people, and in the dipping house an operator was questioned by the King as to his length of service with the firm, and how long he had been employed in the dipping department, and the King expressed his surprise when the man said he had been in the dipping department for 35 years. The King's reply was that he looked very well upon it. Although that is ten years ago the man is still in the works. This we take it, is an illustration that the health and welfare of the work people on Copeland's Works is very much cared for.

"Improvements have been made from time to time during the last year and the latest innovation is that of putting down an electrical generating station to supply power and light. Each shop requiring power has a motor installed sufficient to supply the power required by that particular shop. Thus each workshop is—for power purposes—-independent of its neighbor, the current to drive the motor coming from the central station. Any manufacturer who still uses the rope and pulley system will understand and appreciate the immense advantage of such installation. There is a welfare club on the Works which is very popular. Meetings and other functions are well attended by the work people and the management take a keen interest in its doings. Another feature is that the firm has its own agency in New York, U. S. A. with Mr. S. E. Thompson in charge. We learn that many of the lines made today, are similar in body, shape and decorations to

those which were made many years ago and still popular sellers, that well known tag 'quality sells' is therefore exemplified. There is a quiet dignity about the Works of Copelands that suggests strength and security, strong in the might of excellence, secure in the sense that the firm's position is almost unassailable, and will remain so, so long as its traditions are maintained."

Mrs. Ronald Copeland is the granddaughter of the late Sir Douglas Galton, K.C.B. and Daughter of Mrs. Leonard Cunliffe and the late Camilo Fenzie of Florence.

Mrs. Copeland is keenly interested in the Girl Guide Movement, and holds a warrant from the Chief Guide for Division Commissioner for North Staffs; she is also the representative for Italy of the International Girl Guide Council. Being a good linguist and historian, and has travelled very considerably. She is a member of the Executive Committee for the Friends of Armenia. Keenly interested in politics as a Conservative, she is chairman of the Women's Unionist Association for the Stoke-on-Trent Division. She is also president of the Colwich Women's Institute, having started the branch in this locality. She is a trained nurse, having received certificates from St. Bartholomew's Hospital, London, and during the war joined the Voluntary Aid Detachment under Lady Faulkland. She is a member of the Executive Committee of the Staffordshire Council Nursing Association. Her London Club is the Forum.

Credit Men Cheery in Southeast

Favorable business, credit and crop conditions, with markedly improved sales in the last seven months, exist in the South Atlantic States, according to the results of the monthly survey of the Research Department of the National Association of Credit Men.

The report reveals the experience of the principal manufacturers and wholesalers in the States of Georgia, Kentucky, North Carolina, South Carolina, Tennessee and Virginia.

"Of those executives reporting to the association 48 per cent found that sales in July were larger than in June," it says. "Sales in July, 1926, were better than in July, 1925, according to 58 per cent of the correspondents while 73 per cent recorded better sales for the first seven months of 1926 than for the corresponding period in 1925.

"In collections 55 per cent reported that receipts in July exceeded those of June. Larger accounts receivable on August, 1926, than a year ago were recorded by 62 per cent.

"No increase in the number of failures during the remainder of the year than during the same period last year is anticipated by 76 per cent of those who furnished the information. According to 79 per cent of the correspondents, sales and collections during the remaining months of the year will be even better than they have been in the last few months. The general tone of the replies is favorable. A few, however, stated that installment sales were making collections in noninstallment lines slightly difficult."

Montgomery Ward Gains

Sales of Montgomery Ward & Co., Chicago, for August and eight months are:

August			
1926	1925	Changes	P.C
\$12,667,432	\$11,801,892	Inc. \$865,540	7.3
8 months			
119,867,685	105,070,429	Inc. 14,797,266	14.0

Sales in August established a record for that month and compares with \$11,983,553 in July. Sales in August represent fifty-fifth consecutive monthly increase.

Pottery News

(Continued from page 13)

in active request throughout the year are to be continued as a matter of fact, and with many new ones added the buyers will have just as many varieties of treatments to consider as ever.

Change in Pittsburgh Train Connections

Buyers who propose to visit the local market after next Sunday should be informed as to train connections out of Pittsburgh, Pa., Steubenville or Cleveland, O., when connections are desired. A number of changes are to be made in trains leaving Pittsburgh for East Liverpool and the reverse journey, it is reported. The late afternoon train east from here to Pittsburgh will leave an hour later, thereby giving buyers a longer time to remain in the local district than has been customary during the summer season.

At the Ninth annual Ohio Kiwanis convention which closed at Columbus, O., last week, Frank P. Judge, Jr., sales manager for the National China Co., of Salineville, O., was elected Kiwanis Governor for the Eighth Ohio District. The honor went to Mr. Judge unsolicited, and is in recognition of active service in the northeastern Ohio district of Mr. Judge.

New Colored Glassware Tones Developed

Some new tones in colored glassware are being developed for showing in Pittsburgh next January, it was intimated this week. Distributors declare there has been rapid advancement in class of merchandise, and that since the line was first offered it has been an excellent merchandise proposition.

"You say you are perfectly normal."

"Yes."

"Do you light your cigarette with your right hand?"

"Yes."

"That's not normal, most people use a match."—*W. Va. Moonshine.*

Statement of Ownership

Statement for October 1, 1926, of the ownership, management, etc., of the CROCKERY AND GLASS JOURNAL, published weekly at New York, N. Y., as required by the Act of August 24, 1912.

State of New York, }
County of New York, } ss.

Before me, a Notary Public, in and for the State and County aforesaid, personally appeared F. Calvin Demarest, who, having been duly sworn according to law, deposes and says that he is the business manager of the CROCKERY AND GLASS JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Demarest Publications, Inc., 45 East 17th St., N. Y. City; editor, Norton B. Jackson, 45 East 17th St., N. Y. City; managing editor, Norton B. Jackson, 45 East 17th St., N. Y. City; business manager, F. Calvin Demarest, 45 East 17th St., N. Y. City.

2. Owners, Demarest Publications, Inc., 45 East 17th St., N. Y. City; F. Calvin Demarest, 45 East 17th St., N. Y. City; J. Cleveland Demarest, 543 Madison Ave., N. Y. City; Clarence Kimball, 475 Fifth Avenue, N. Y. City.

3. Known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities, none.

4. That the two paragraphs next above giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stock holder or security holder appears upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. CALVIN DEMAREST,
Business Manager.

Sworn to and subscribed before me this 16th day of September, 1926.

(Seal.) WALTER H. LORGE,
Kings Co. Clerks No. 190, Reg. No. 8214.
N. Y. Co. Clerks No. 474, Reg. No. 8359.

(My commission expires March 30, 1928.)

Butler Bros. Deny They'll Start Chain

Even if Butler Brothers does not intend to enter the retail chain-store field, the denial of the rumor in the monthly catalogue makes good reading and is bound to attract attention.

To reassure its customers the statement says "that there is not the slightest shred of truth in the report that we are going into the retail business."

"We have never had and do not propose to have any ownership in, or control over, any retail stores anywhere. We do not say this in criticism of the many jobbing houses who do have an interest in retail stores, but we have never been able to see how we could conscientiously in our own business be selling to retail merchants while we were at the same time competing with them."

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

ADDERLEY'S, Ltd.
China and Earthenware

W. MOORCROFT, Ltd.
Art Pottery

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

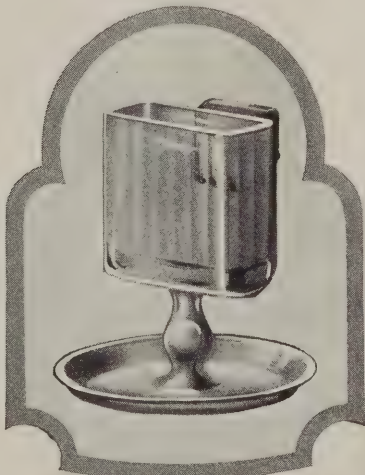
All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

No. 149-4 Cigarette Holder
Decorated or Plain



This patented smoker's companion, named "Van's Own" after its designer, combines into a single item cigarette holder, ash tray and two holders for paper or box matches.

"Van's Own" is a big seller, so order now and gain the advantages of "first run" sales. Write for prices on plain colors and decorated, in quantities.

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NEW MARTINSVILLE, W. VA.

Established 1869

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50 Murray St.

New York



VITRIFIABLE COLORS

Overglaze—Underglaze—Glass—Oxide



DECORATING SUPPLIES

Brushes — Printing Tissue — Oils — Banding
Wheels etc.

New York Imports

September 23

S. S. Deutschland from Hamburg, Germany

Irwin, J. D. & Co., 2 cases earthenware, 2 cases crockery
 Downing, T. D. & Co., 2 cases chinaware
 Wertheimer, Plehn & Levy, Inc., 5 cases woodenware, 2 cases crockery

Lippmann, Spier & Hahn, 1 case crockery
 Modern Braid Co., 11 cases crockery, 10 cases glassware
 Owen Walsh Mfg. Co., 2 cases crockery
 Robinson-Goodman Co., Inc., 3 cases art flowers
 Gallagher & Ascher, 37 cases earthenware
 Lorsch, A. & Co., 11 cases glassware
 Stern, T. L. & Co., 5 cases glassware
 Yokel, W. A., Inc., 7 cases glassware

Bank of United States
 Murray-Hill & Co., Inc., 4 cases hollow glass
 Kronfeld-Saunders Co., 6 cases crockery
 Rice, I. W. & Co., 1 case rubber goods
 Bloomingdale Bros., 1 case crockery
 American Art Novelty Co., 10 cases glassware
 Jansen Co., 38 cases crockery
 Levy, J., Corp., 2 cases crockery
 R. & G. Import Co., 13 cases glassware
 Syndicate Trading Co., 29 cases toys, crockery, etc.

Blumenthal, B. & Co., 15 cases glassware
 Bengol Trading Co., 10 cases glassware
 Potash Importing Corp. of America
 Meadows-Wye & Co., 4 cases crockery
 Borgfeldt, G. & Co., 4 cases crockery
 Straub, P. A. & Co., 43 cases earthenware
 Happel & McAvoy, 47 cases toys, glassware
 Guthman-Salomon & Co., 3 cases crockery
 Straus, N. & Sons, 59 cases crockery, glassware
 Graham & Zenger, 29 cases crockery
 Wolf, L. & Co., 30 cases crockery, earthenware
 Jordan, A., Co., 27 cases ironware
 International Forwarding Co.
 Inwald, J., Glass Co.

Noe, W. R. & Sons, 15 cases shades, 4 cases glassware
 Richard, C. B. & Co., 2 cases porcelain goods
 Rothschild Bros. & Co., 4 cases glassware
 Sullivan, C. & Co., 2 packages crockery
 Schenkers, W., Inc., 166 cases crockery, woodenware, etc.
 Wolf, L. & Co., 7 cases earthenware, 4 cases toys
 Bernard, J. E. & Co., 196 cases crockery
 Phoenix Shipping Co., 191 cases glassware

September 24

S. S. Homeric from Southampton, England

French American Glass Co., 13 casks glassware
 French American Glass Co., 131 casks glassware
 Haviland China Co., 41 casks porcelain
 Vogt & Dose, 10 casks porcelain
 Phoenix Shipping Co., 6 casks porcelain
 Wanamaker, J., 2 cases porcelain

S. S. France from Havre, England

Sydney & Salomon, 5 cases porcelain

S. S. Zealand from Antwerp, Belgium

Gunhel, A. B., 120 cases glassware
 Torlotting, E., 46 casks glassware, 1 case glassware
 Bloch, L. D. & Co., 1 bale carpets, 3 barrels earthenware
 Fondeville, A. J. & Co., 9 casks earthenware
 Loeser, F. & Co., 3 cases glassware, 1 case earthenware
 Byrnes, W. J. & Co., 3 cases porcelain ware
 Fogel-Chertock Co., 11 crates crockery
 Levy Bros. China Co., 3 cases crockery
 Kahla China Corp., 8 cases crockery
 Straub, P. A. & Co., 12 cases crockery, 25 cases crockery
 Ovington Bros. & Co., 19 cases earthenware
 Stern Bros., 5 casks earthenware
 Neuwirth, H. & Co., 5 cases glassware
 American Shipping Co., 49 cases earthenware
 Rehberger & Paul, 7 cases crockery
 Butler Bros., 3 cases glassware, 2 cases ironware
 N. Y. Merchandise Co., 454 cases toys, crockery
 Lazarus & Rosenfeld, Inc., 6 cases crockery, 129 crates crockery
 Mitchell-Bissell Co., 9 cases crockery
 Goetz, O., 56 cases crockery, 61 cases hollow glass
 Metrop Pottery Co., 46 crates crockery
 Panama Pacific Line, 56 cases toys, crockery, etc.
 Johann, V., 1 case earthenware

S. S. Franconia from Liverpool, England

Crown Veiling Co., 1 case wool scarfs
 Plummer, W. H. & Co., 2 packages china and earthenware
 Gerlach, F. C., 22 packages earthenware
 Fondeville, A. J. & Co., 2 hogshead earthenware

Bank of United States, 8 crates earthenware
 Maddock & Miller, Inc., 34 packages earthenware
 Dickinson, E. B., 15 packages earthenware
 Tiffany & Co., 1 cask glassware, 5 casks china

S. S. Celtic from Liverpool, England

Plummer, W. H. & Co., 4 casks china
 Reimer, F. C. & Co., 4 casks earthenware
 Bassett, G. F. & Co., 7 crates earthenware
 Little, G. F., 4 casks earthenware
 Sellars, C. W., 10 casks earthenware, 1 cask china
 Boote, E., 5 casks china, 4 packages earthenware
 Saks & Co., 2 cases earthenware

S. S. Patria from Marseilles, France

Graham & Zenger, 4 casks earthenware

S. S. France from Havre, France

American Shipping Co., 9 packages earthenware
 Inwald, J., Glass Co., 6 casks glassware
 Henjes, F. & Co., 1 case glassware
 Wallan, A. L., 4 cases glassware
 Powell, M. P. & Co., 1 case glassware
 Semon Bache & Co., 5 cases glassware
 Gavin, J. J. & Co., 1 case glassware

S. S. Muenchen from Bremen, Germany

Borgfeldt G. & Co., 156 cases toys, crockery, etc.
 Order, 4 cases crockery.

September 25

S. S. President Van Buren from Shanghai, China

Blach, L. D. & Co., 138 packages brassware
 American Express Co., 2 cases crockery.

S. S. Sacandaga from Rotterdam, Holland

Borgfeldt, G. & Co., 2 cases glassware
 Borgfeldt, G. & Co., 24 packages crockery.
 Borgfeldt, G. & Co., 54 cases toys
 Pomerance, Inc., 4 cases toys and glassware
 Downing, R. F. & Co., 1 case earthenware
 Order, 2 cases glassware

S. S. Kofuku Maru from Naples, Italy

Vandegrift, F. B. & Co., 1 crate earthenware
 Kupper, H. C., Inc., 33 cases earthenware
 Strauss, N. & Sons, 18 casks earthenware

September 27

S. S. Columbus from Bremen, Germany

Calloun Robbins & Co., 3 cases earthenware
 Murphy, A. & Co., 3 cases glassware
 Sellers, C. W., 4 cases decalcomanias
 Hensel, Bruckmann & Lorbacher, 7 cases toys, 1 case crockery
 Phoenix Shipping Co., Inc., 11 cases glassware
 Bailey, Green & Elger, 2 cases glassware
 Elliott, Greene & Co., 3 cases glassware
 Rosenthal China Corp., 14 cases crockery
 Equitable Trust Co., 8 cases crockery
 Pomerance, S. H. & Co., 55 cases glassware
 Borgfeldt, G. & Co., 109 cases glassware

S. S. George Washington from Bremen, Germany

Phoenix Shipping Co., 1 case crockery
 Globe Shipping Co., 32 cases hollowglass

S. S. Guilia from Venice Italy

American Express Co., 27 cases glassware

S. S. Cleveland from Hamburg, Germany

Schall & Co., 3 cases toys 1 case crockery
 Goldman, H. A., Inc., 18 crates crockery
 Ruhe, F. H., 1 case silverware
 Happel & McAvoy, 16 cases earthenware and woodware
 Gallagher & Ascher, 3 cases china, 1 case hollowglass
 Singer Bros., Inc., 8 cases glassware
 Freedman & Slater, 1 case earthenware
 Eleto Co., 6 cases earthenware
 B. & G. Import Co., 7 cases crockery
 Inwald, J. Glass Co., 7 cases hollowglass
 Levy, J. W., Corp., 2 cases glassware
 Andrews, D. C. & Co., 15 cases hollowglass
 Syndicate Trading Co., 25 cases toys, glassware, etc.
 Smith, J. D. & Co., 11 cases toys, glassware, etc.
 Sheldon, G. W. & Co., 4 cases glassware, 2 cases glassware
 Rosenthal China Corp., 10 cases crockery
 Hirsch, G. Sons Inc., 11 cases glassware
 Veith, A. & H., Inc., 5 cases glassware
 Robinson, H. W. & Co., 1 case crockery
 Stern, S., 10 cases woodenware, 3 cases glassware
 Levy, J. W. Corp., 3 cases crockery
 Eastern Art Shop, 4 cases crockery
 Gallagher & Ascher, 11 cases glassware
 Inwald, J. Glass Co., 9 cases glassware
 Kress, S. H. & Co., 2 cases glassware
 Sellers, C. W., 42 cases crockery
 Goldman, Sachs & Co., 13 cases glassware and crockery
 Haber, D. W., 2 cases metalware
 Singer Bros., 95 cases toys, glassware, etc.

(Continued on page 29)

DID YOU EVER STROLL UP ~ FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

(Continued from page 27)

- Hearn, J. A. & Son, 4 cases earthenware
Wolf, L. & Co., 12 cases crockery and hollow glass
Straus, N. & Son, 4 cases earthenware, 14 cases hollow glass
6 cases crockery
Freedman & Slater, 40 cases glassware and earthenware
Richard Shipping Corporation, 12 cases porcelain
Atlantic Forwarding Co., 4 cases glassware
Downing, R. F. & Co., 2 cases leatherware, 1 case glassware,
3 cases crockery
Modern Braid Co., 4 cases crockery
Schaffer, M. Co., 8 cases crockery, 2 cases
Pomerance, S. H. & Co., 31 cases glassware, etc.
Richard, C. B. & Co., 10 cases glassware
Schenkens, Inc., 97 cases crockery and glassware
Saks & Co., 18 cases toys and glassware
Bernard, J. E. & Co., 151 cases toys, crockery, etc.
Globe Shipping Co., 204 cases crockery, glassware, etc.
Phoenix Shipping Co., 112 cases toys, crockery, etc.

September 28

S. S. Marengo from Aberdeen, Scotland
S. S. Marengo from Hull, England
Nicholas Wapler & Co., 37 cases crockery
S. S. Carmania from Southampton, England
American Hawaiian Steamship Co., 1 cask earthenware and china
Mesker, G. L., 1 crate earthenware

S. S. Adriatic from Liverpool, England
Kupper, H. E., Inc., 4 crates earthenware
Masters, J. W. & Co., 1 cask chinaware
Edminston, H. A., 8 packages crockery
Brinsmead & Co., 2 crates earthenware
Pitcairn, W. S. Corp., 28 packages earthenware and china
Boote, E., 14 packages earthenware, 4 packages china
Fondeville, A. J. Co., 19 packages earthenware, 2 casks china
Maddock & Miller, 59 packages earthenware
Lewis & Conger, 2 crates earthenware, 2 cases hollowware
Syndicate Trading Co., 4 crates earthenware

S. S. Volendam from Rotterdam, Holland
Sinclair, H. A., 2 crates crockery
Altman, B. & Co., 1 case earthenware
Lazarus & Rosenfeld, 50 crates hollow glass
- Grant, W. T. Co., 111 cases toys and crockery
Phoenix Shipping Co., 90 cases crockery
Gimbel Bros., 6 cases crockery
Chase National Bank, 134 cases toys and crockery
Foster, W. A. & Co., 1 case crockery
Strauss, Eckhardt Co., 174 cases toys and glassware
Borgfeldt, G. & Co., 86 cases clocks, toys, etc.
Woolworth, F. W. & Co., 225 cases toys and crockery
Basket Importing Co., 18 cases crockery

September 29

S. S. Schodack from Havre, France
Andrews, D. C. & Co., 5 cases earthenware
Byrones & Lowery, 13 packages pottery
American Express Co., 39 cases glassware
Kupper, H. C., Inc., 5 crates earthenware

S. S. Lapland from Antwerp, Belgium
Globe Shipping Co., 3 cases earthenware
Downing, R. F. & Co., 2 cases earthenware
American Shipping Co., 22 cases earthenware
Panama Pacific Line, 16 cases crockery
Butler Bros., 91 packages crockery, 1 case toys
Rehberger & Saul, 2 cases toys, 10 cases crockery
Rosenthal China Corp., 50 cases crockery
Goetz, O., 66 cases crockery
Bourland, F. D., 1 case chinaware

S. S. Stockholm from Gothenburg, Sweden
Venon, J. H., Inc., 50 cases glassware

S. S. Samaris from Liverpool, England
Rowland & Marsellus Co., 14 packages earthenware and china
Gimbel Bros., 5 packages earthenware
Leyland, P. N., Inc., 6 packages earthenware

Real Efficiency

"Having motor trouble?" asked the kind-hearted man of the tourist under his car.

"No," said the tired traveler. "I've put so many of these gasoline-saving contraptions on my gasoline tank that I have to stop every ten miles to drain the tank."

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(PAPERWHITE GRANDIFLORA)



THE KIND THAT GROW IN WATER
at the following prices, f. o. b., New York

12 ctm. packed 1250 bulbs to case, per 1000	\$28.50
13 ctm. packed 1250 bulbs to case, per 1000	40.00
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Due to the Federal embargo these bulbs are in very short supply this season. Our quantity is limited. Order early.

Every china and gift shop can feature these bulbs to good advantage. They aid materially in the sales of bowls and accessories. Let us send you our complete bulb catalog—it is free for the asking.

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NEW YORK CITY

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WANTED commission men to sell as side line, light cut glass tableware in crystal and colors. Some good territory now open including New York City and Chicago, Illinois. Catalogue on request. The Marion Glass Manufacturing Company, Marion, Ohio.

REPRESENTATION WANTED

AN important German porcelain factory turning out dinnersets, etc., offers the representation of their works to efficient houses in the East, Middle West, and the West. Address Box 573, CROCKERY AND GLASS JOURNAL.

Buyers in New York

SEPTEMBER 23, 1926

Mrs. J. E. Dunwoody, housefurnishings, Chamberlain-Johnson-Du Bose Co., 60 West 35th St. (Wm. M. Van Buren).

T. W. Nugent, lamps, toys, Nugent D. G. Co., Braddock, Pa., 1440 Broadway (Hastings Research Group).

T. M. Kesler, gift novelties, Ward's, Inc., Rochester, Minn., McAlpin.

Miss N. Liggett, gifts, Wilkes-Barre D. G. Co., Wilkes-Barre, Pa., 315 4th Ave. (D. G. Alliance).

SEPTEMBER 24, 1926

Mr. Moreland, housefurnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St. (B. F. Levis).

SEPTEMBER 27, 1926

H. L. Gearhart, housefurnishing goods, Wyman, Partridge Co., Minneapolis, Minn.

C. Libbey, lamps, pottery, glassware, Burrows & Sanborn, Inc., Lynn, Mass., 1440 Broadway (R. J. Cronin, Inc.).

SEPTEMBER 28, 1926

J. P. Barnard, lamps, L. Sayres Co., Indianapolis, Ind., 1440 Broadway.

E. F. Brown, china, crockery, cut glass, Broadway Department Store, Los Angeles, Calif., 128 West 31st St., 6th floor.

B. G. Twitchell, housefurnishing goods, china and glass, Kaufman Straus Co., Louisville, Ky., 112 West 38th St., 14th floor.

F. L. Warren, housefurnishing goods, Callender, McAusland & Troup, Providence, R. I., 240 Madison Ave.

J. F. O'Brien, china, housefurnishing goods and lamps, The Cohen Co., Richmond, Va., 23 East 26th St.

W. R. Hume, housefurnishing goods, Woodward & Lothrop, Washington, D. C., 370 Seventh Ave.

SEPTEMBER 29, 1926

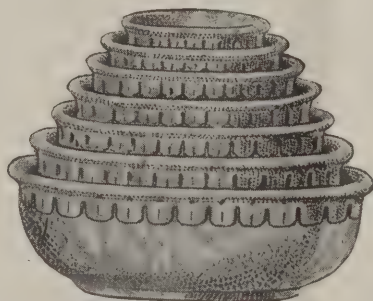
Miss Miller, gifts, art embroideries, Akron Dry Goods Co., Akron, O., 115 West 30th St.

Mr. Wheeler, housefurnishing goods, Gilchrist Co., Boston, Mass., 128 West 31st St.

"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**
made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmanter & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

PETER POTTER



PETER POTTER SAYS: Pride cometh before a fall but in the crockery and glass business a fall usually means new business.

G. H. Hurlburt, china, glass and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

Miss Nugent, dolls and toys, Kaufmann Department Store, Pittsburgh, Pa., 1261 Broadway.

Mr. Wijinski, gifts, McCreery Co., Pittsburgh, Pa.

B. M. Eytinge, gift novelties, American Wholesale Corp., 455 Seventh Ave., Room 1715.

A. A. Breton, housefurnishings, toys, Shartenberg & Robinson Co., New Haven, Conn., 315 Fourth Ave.

"I want a horn," said the new motorist, "which will make a country mule driver pull over to the side of the road."

"Sorry," said the dealer. "We carry all modern accessories, but we don't deal in miracles."

She—Can you drive with one hand?

He—Ah, yes.

She—Then pick up my glove.

He—Petting makes a wild animal tame.

She—Yes?

He—Yes, but try it on a woman.—*Texas Ranger.*

John: How are the folks next door?

Dave: Lazy.

John: Is that so?

Dave: Yes, their airedale even gets our bulldog to come over and scratch his fleas.

If at first you don't succeed, cry, cry again.—*Pennsylvania Punch Bowl.*

If You're Interested in Lamps—

*You will want to read the
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Published every other month*

Full of information on merchandising of lamps
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Dress and increased circulation gives the trade
an unusually large volume of buying power.

Write for Rates

Buyers Lamp Directory

*Demarest Publications, Inc.,
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AUTHOR OF

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and others*

This is a book that every domestic potter should
have. The illustrations alone would well repay
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It contains a list of over 300 Ceramic Factories,
with short historical accounts clear and concise,
descriptions of peculiarities of parts, glaze and
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For a collection the book is invaluable as it will
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The chapter on “Values and Prices” has been
rewritten and brought up to date and there is a
new index arranged on a novel plan so that marks
can be readily identified.

Price \$9.00

The Crockery & Glass Journal

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American Homes**

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MAYER CHINA
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New York Directory

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"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

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Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687.
German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
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MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

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King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.
"Krauthelm"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

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TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

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Open stock dinnerware patterns. White China for decorating.

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Encrustations on Imported China and Fine Decorated Glassware.

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Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

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Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

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Fine blown tumblers and stemware.

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Pressed and blown glassware. Chas. L. Weddle, Representative.

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Lighting glassware, glass specialties.

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Electric Lighting Fixtures and Lamps.

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Room 210. Lamps and Cut Glass.

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Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

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Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

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Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Chas. J. Dela Croix Co., representatives.

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Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

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120 Fifth Avenue

Entire 5th Floor

N. W. corner of 17th Street

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Bonita Art Glass Co.
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Dinnerware

The Homer Laughlin China Co.

Underglaze Hotelware

Cook China Co.

Pottery

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CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

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"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

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Crystal
Colors
and
Cased for
Illuminating
Uses



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for
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K. G. I. *Aims to* SATISFY

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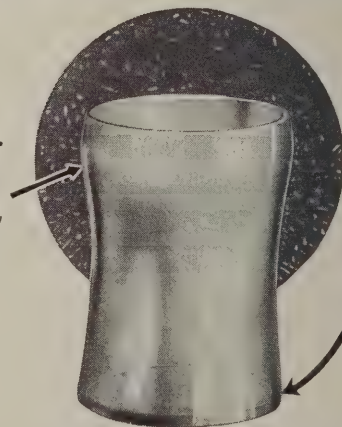
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ECONOMY TABLE TUMBLERS

Look for
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Economy
Bulge.



and the
Broad
Abutting
Foot.

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IF you are looking for a tumbler that has real merits and is worth advertising, consider the Economy. It has an attractive shape that fits the hand. Edges cannot touch. Difficult to chip or break. Hard to upset. Cannot be nested. In sizes from 3 to 18 oz., plain and etched. Fine lead blown glass. Table tumblers in barrels of 18 dozen or carton of 6 dozen.

Sold only through distributors.

ECONOMY GLASS CO.
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A Buyer

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It is a great pleasure for us to extend to our friends in the trade a cordial invitation to visit us in our new home which by reason of its very central location is accessible from all points. We are

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 on white china

DECORATED BY
Haviland & Co
Limoges

on decorated china

showing many new designs of
GENUINE HAVILAND
CHINA for the Fall season
 which by virtue of their beautiful decorations and attractive shapes should not be overlooked.

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THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

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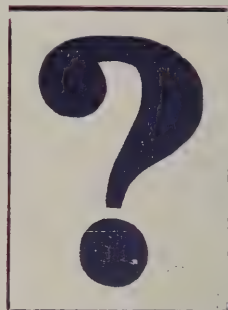


Vol. 103, No. 14

OCT. 7, 1926



Will It Interest You



- To know the names of the best manufacturers and wholesalers in the lines you are interested?
- To know where you can get the goods you want?
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- To receive a reminder of coming events and activities?
- To be advised about important changes in the trade?
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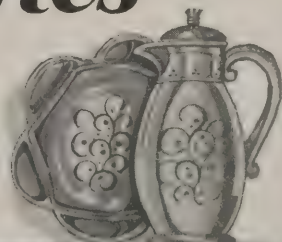
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A Pronounced Success

One of the most strikingly beautiful of the many attractive Maryland Ivory patterns. The perfect rosebud spray is reproduced in natural tints.

The freedom and the swing to the colorful decorations on Maryland Ivory have made this shape a pronounced success.

Our ability to make prompt shipments merits your highest consideration.

THE EDWIN M. KNOWLES CHINA CO.

EAST LIVERPOOL, OHIO

Now Ready



The Yellowstone Dinner Service

**Ivory Body
Exclusively
Octagon Model**

The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain octagon outlines, provide the ideal frame and background for the score of original decorations especially designed for this model.

Many of the discriminating buyers who have already had opportunity to inspect the Yellowstone have been good enough to pronounce it the outstanding creation of the year, one destined for unrivalled popularity.

The Prices Will Be an Agreeable Surprise

The 1926 Line Will Be

**Yellowstone shape in Ivory Body only
Kwaker shape in both Ivory and White Bodies
Empress, Republic and Hudson shapes in White Body only
Complete Line of Cable Staples in White Body only
Complete Line of Hotel Ware, Double Thick, White Body
Complete Line of Hotel Ware, Half Thick, White Body
A good assortment of Toilet shapes**

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body. The ivory is slightly more expensive, but you may agree that it is worth the difference and more.

PRODUCTION

**The equivalent of forty kilns on Ivory.
The equivalent of sixty kilns on White.**

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.

Princess Ivory

A New

Smith-Phillips

Product



The Exquisite Melrose Pattern

It would be difficult to visualize anything more lovely than the Melrose pattern as illustrated. The design of Chinese influence in warm shades, of rose, green, maroon, yellow, and blue with black tracing on the beautiful soft toned ivory body is a genuine achievement in decorative treatment.

Live dealers will at once appreciate the sales possibilities of this pattern. Send for samples and prices.

Smith-Phillips China Co.

East Liverpool, Ohio

J. W. MACKEY, *Manager of Sales*



DECORATION NUMBER 135-G

An exceptionally attractive decoration on our
GLORIA SHAPE.

The KNOWLES, TAYLOR & KNOWLES CO.
EAST LIVERPOOL OHIO

New Royal Schwarzburg Open Stock Patterns For 1926



ASCOT

COBWEBS

SHAGREEN

SOUTH SEAS

Ascot on the left is a blue-gray background in fanciful griffon designs, setting off brightly colored flower inserts which are clever imitations of hand-painting. On the new Astoria shape.

Cobwebs Barbaric in its orange reds and yellows this pattern is a true jazz note. It is one of the most unusual patterns that have come into the market in many years.

Shagreen is, as the name indicates, an imitation of prepared sharkskin known as shagreen, which is the craze of the day for vanity cases, ladies' slippers, etc. The effect is of a rich green shagreen broken by panels of conventional pink roses.

South Seas is a spray design of tropical flowers, wholly unlike any spray that has ever come on the market. This is an original N S & S experiment in a new manner. It will pay you to see it.

Nathan Straus & Sons
INC.

SUCCESSOR TO L. STRAUS & SONS

ESTABLISHED 1866

119 Fifth Avenue, at 19th Street, New York City

THEODORE HAVILAND & CO.

INCORPORATED

26 West 23d Street :: :: New York

The CHAMBORD

An exclusive creation on the lovely Pilgrim shape

The broad, lustrous ivory band, finishing in a border of subdued mist blue edged with gold, gives this design a particularly delicate beauty.

Richly colored flower and bird groups are softened by the creamy whiteness and deep rich glaze which results from a patented kiln-firing process. This method makes possible a china so hard that only a diamond will scratch it, and gives to color-decoration an extraordinary soft brilliance.

The same design and shape, bordered with harvest yellow, is of equal beauty. Ask for the Eâen —with or without the ivory band.



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Devoted to

CROCKERY, GLASS, HOUSE FURNISHINGS
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Published Every Thursday
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DEMAREST PUBLICATIONS, Inc.
45 EAST 17th STREET
NEW YORK

SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies	.10

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AS THE EDITOR SEES IT

Determining
Trade
Conditions

New York.
An inquiry at one wholesale house will bring forth a
careful reply: "Business has picked up considerably this
week. It looks as if trade would be good from now until
the holidays." Perhaps across the street is another whole-
sale house handling a number of lines similar to the first
one. An inquiry here is apt to bring forth a pessimistic
reply. "Business dropped off this week. It does not
look very promising."
And so it goes. One manufacturer's business may be
good, another's bad. One manufacturer's agent may be
reporting a prosperous period while his competitor handling
the much the same is experiencing poor sales.

Fire Prevention
Week

In his proclamation recommending
that the seven days, October 3 to 9,
inclusive, be observed throughout
the country as Fire Prevention
Week, President Coolidge brings a few figures together to
show how marked has been the growth of fire loss in the

course of the last two decades, declares Bradstreet's. He
notes that the total loss of property owing to fire was
\$165,000,000 in 1905 and \$172,000,000 in 1915, while it
rose in 1925 to over \$570,000,000. He remarks also that,
in addition, thousands of lives are sacrificed each year
through fires, a large majority of which are preventable.
While, as he suggests, efforts should be constantly made
to reduce fire destruction to a minimum, he suggests that
the setting apart of a week for considering means of
guarding against danger from fires might well be the start-
ing point for a continuous fire prevention program. The
President particularly requests farmers and others living
in rural districts, who are said to have suffered a fire loss
of \$150,000,000 in the past year, to join in the movement,
and he urges a full degree of cooperation with it on the
part of public officials, civic and commercial organizations,
school authorities, the clergy and the press. Governor
Smith and other state executives have joined in appeals to
strive against the fire menace. Secretary Jardine has
urged farmers to make a special effort to eliminate fire
hazards on their premises. It may be added that losses
from forest fires, in the Pacific northwest, especially, have
been very heavy in the past year, and that the President
will confer next week with business men from that section
on improved methods of preventing such fires.



CAUGHT IN THE NEWS NET



GEO. F. BASSETT & CO., importers, who for years past have been located in the old Bassett Building, 72-76 Park Pl., have just announced that negotiations have been concluded for a ten year lease of the store floor and basement in the International Bank Building, 141-7 Fifth Ave. This move which has been under consideration for the past year or more has been made possible in that their new home is ideally suited for their requirements. Work will be started at once to prepare the basement for their large amount of open stock and according to their plans the firm anticipate being completely moved in by December.

Albert B. Eggers, who operates a chain of three stores at Los Angeles, San Monica and Pomona, Calif., and whose headquarters are located at Los Angeles, paid a visit to the New York market this week placing orders for all of his stores.

Martin Zolle, who is the most recent addition to the sales force of E. Torlotting, Inc., departed the early part of this week on his initial road trip for his firm which will carry him over middle western territory. According to his schedule Mr. Zolle will be away until about the middle part of November.

Having been in Europe since last May which time was spent with his factory heads in preparation of his new lines, Charles Vogt, head of the importing firm of Vogt & Dose who just recently arrived back home announces as the result of his trip many new and beautiful decorations and a new shape that is certain to prove most popular. Many of the new samples are already arriving.

J. J. Buckley has just recently assumed the duties of assistant to G. S. Stone, glassware buyer for R. H. Macy & Co., taking the place of L. J. Balastro.

Announcement has been made of the dissolution of the co-partnership of the McNicol Corns Co., Wells-ville, O. D. E. McNicol of the D. E. McNicol Pottery Co., East Liverpool, O., has withdrawn from the partnership and the business will be continued by Albert W. Corns, who has been in charge.

A. A. Adams, seventy-five years of age, for many years associated with his father in the flint glass busi-

ness at Pittsburgh, under the firm name of J. Adams & Co., died this week at his home No. Bouquet St., Pittsburgh, Pa. Mr. Adams had been ill health several months and only recently returned from the glass brokerage business.

Ernst Heinrich of the firm of Heinrich & Co., S. Bavaria, who has been in this country for some time making an extensive trip through the United States has just recently returned to New York and is running his headquarters while in New York, at the office of his agents, Heinrich & Winterling, Inc., 49-51 W. 23rd St. The object of Mr. Heinrich's trip, in covering the trade thoroughly, was to acquaint himself with trade requirements.

Kennard L. Wedgwood Red Cross Chairman

Kennard L. Wedgwood, of Josiah Wedgwood and Sons, heads as volunteer Roll Call chairman a special China, Glass and Lamp group to enlist the maximum response throughout the china, glass and lamp trade of New York City to the annual Red Cross Roll Call opening November 11, Armistice Day, for funds to maintain the organization's relief work and public health program.

The china, glass and lamp group is one of the first groups formed in accordance with the campaign plan. The committee organization of the city into various industrial, banking, mercantile and professional groups which will carry the Roll Call appeal into every branch of industry. It is anticipated that by the opening of the Roll Call approximately 200 such groups will be functioning throughout the city representing a total of some 4500 volunteer chairmen, committeemen and captains.

Plans for comprehensive activity throughout the group are already in operation under the leadership of Kennard L. Wedgwood, and he has set as his goal a 100 per cent enrollment with a Red Cross button on every person in the china, glass and lamp field.

Aid for the ex-service man and his dependents constitutes a major part of the Red Cross program in New York. More than 4,000 wounded veterans, men still in service, and members of their families were aided during the year, according to the last annual report of the Committee. Legal assistance, money loans and medical aid are included in this work.

Other outstanding metropolitan activities are the disaster relief and the public health program, under which more than 616,000 surgical dressings were supplied during

to hospitals of the city, and which also covers nursing
ice, first aid, and work in home hygiene and care of
sick.

Chain Store Sales Continue to Rise

Reports by chain store systems on September sales
again showing substantial increases over last year
are reflecting the favorable state of Fall trade re-
ceived from almost all important centres. Eleven
chain store systems which submitted sales reports
yesterday show gains ranging from 6 to above 50 per
cent. For the nine months to Sept. 30 these nine
stores show gains ranging from 5 to 59 per cent.

September sales of the F. W. Woolworth Company
aggregated \$19,339,192, against \$18,129,308 in Septem-
ber 1925, a gain of 6.6 per cent. For the nine months
Woolworth sales reached \$164,949,506 against \$156,-
\$611 in the same period last year, an increase of
2 per cent. Hubert T. Parson, President, said:

"We shall have a big business in October and are
moving forward to very good merchandising during
the remaining months of the year. Our stores are in a
highly balanced condition, with plenty of merchandise,
and financially the cash position is strong."

The S. S. Kresge Company reports September sales
of \$9,439,396, against \$8,221,556 last year, a gain of
14 per cent. Sales during the nine months' period
reached \$76,857,813, a gain of 12.1 per cent. over the
same period last year.

The W. T. Grant Company shows September sales
of \$2,771,900, as against \$2,176,318 last year, a gain of
27 per cent. Nine months' sales of \$21,955,166 were
18 per cent. above last year, when they were \$18,-
\$879.

Cox & Co. Representing C. C. Thompson

Cox & Co., manufacturers agents, 120 Fifth Ave., New
York, have given up the representation of the Homer
Laughlin China Co., and are now representing the C. C.
Thompson Pottery Co. They will represent the following
territory for the Thompson Pottery: New York, New
Jersey, Pennsylvania, all New England States, Delaware,
Maryland, District of Columbia and Virginia. A com-
plete line of samples are now on display in the Cox &
Company's showrooms.

Life Insurance Feature in Installment Con- tract

One company in Wisconsin discovered a new method
of making installment buying more attractive to the ulti-
mate consumer. In its contract clause it has inserted the
proviso that in case of death, prolonged sickness or dis-
ability the purchaser or the estate would be relieved of
making further payments.

Some retailers here feel that this is tying installments
with the insurance business. Apparently Attorney
General H. E. Ekern thought the same way about the

matter and a recent ruling of his holds that such a clause
is in violation of the State Insurance Law.

Insurance Commissioner Johnson brought the matter
before the Attorney General for a ruling in the case.

John B. Lassell on Sad Mission

John B. Lassell, general manager of the Newark China
Co., of Newark, O., has been in the Pittsburgh district,
accompanying the body of his mother, who died at New-
ark to this city where interment was made. Mr. Lassell
was a former resident of Pittsburgh, and for a period of
time operated a decorating plant in the Phipps Power
Building.

"Ad-Editorials" Secure 15,000 New Credit Accounts

The public will respond to advertisements cleverly
written. This has been proved time and again. Again
this time by Julius Goldenberg, of the executive manage-
ment, M. Goldenberg department store, Washington, D. C.

Writing in an Arthur Brisbane style, Mr. Goldenberg,
through his series of axiomatic ad editorials, corralled
some 15,000 new charge accounts for the store. This
proved less expensive, no doubt, than the method used in
other cities of sending out thousands of pass keys. An-
other advantage of the method he used was that it gave
the store a splendid chance to get across some interesting
talks on what it costs the public to enjoy the privilege
of a charge account in other stores.

"We do not penalize our friends," the advertisements
said, "and no interest or extras are added to charge ac-
counts." The firm believes that the style of copy plus the
repeated emphasis on the above line were responsible for
bringing many new customers into the store.

Every one frequently resorts to quoting proverbs or
adages to prove a point, so that when such familiar ones
as, "You can fool some of the people all the time" and "A
rolling stone gathers no moss," appeared as captions over
the ads, the copy was almost certain to catch the public
eye.

The copy under the heading, "A Rolling Stone Gathers
No Moss," read:

"The most of service charges and extra interest on
your bills every month gathers thicker and thicker on your
accounts.

"Finally the stone will stop rolling entirely, hampered
by the excess interest you have been charged for some-
thing you did not buy.

"We have only one policy here—no interest and no
extras on any account, neither credit nor budget buying.

"We do not penalize our friends."

"A straight line is the shortest distance between any
two points" was the title of another ad, and the copy
went on to say:

"The shortest way for your good is not to charge you
for what you did not buy—a straight line that does not
curve against your pocketbook nor against your income."



WHAT THE POTTERIES ARE DOING



Homer Laughlin China Co. Founded Newell, W. Va., Just Twenty Years Ago

JUST twenty years ago this year the town of Newell, W. Va., was founded by the Homer Laughlin China Co., which interest at this time is the largest producer of dinnerware in the world. Although the Homer Laughlin China Co., in 1871 began business, it was not until 1876 that recognition was given the product of this firm, then operating a two kiln plant, and when an honor award was granted at the Centennial Exposition at Philadelphia, Pa.

It was in 1897 that Homer Laughlin withdrew from the business, and it was taken over by the present organization, Mr. Laughlin going to Los Angeles, Calif. W. E. Wells, now secretary-treasurer of the Homer Laughlin China Co., has spent 37 years with this organization, he being the oldest in point of service, with Miss Nora E. Stevenson next in point of service, and who has spent 32 years with the company.

This company began its expansion policy in 1906 when a 30-kiln plant was erected, and in 1914 another addition was erected.

It has been the policy of this company to install every piece of improved machinery for ceramic production purposes that has been proved worth while, and in this way production has always been maintained at high levels with a minimum of overhead cost. The newest plant of this company is mute evidence of this policy. All due credit is given Mr. Wells as the father of the expansion policy of his company, and perhaps the end is not yet.

Potters Meet to Adjust Price Making

A general meeting of the Western Standing Committee, composed of representatives of the United States Potters' Association and the National Brotherhood of Operative Potters was held last Monday evening, Oct. 4th, at the headquarters of the Association headquarters here. At this meeting adjustments as to the making price of certain items at a number of plants were agreed to.

Seattle to Have New \$1,500,000 Department Store

From Seattle, Wash., has come the report that the Rhodes Department Store Co., a large buyer of dinnerware out of this district, proposes the erection of a new store at a cost of approximately \$1,500,000. The new building will be seven stories in height, and will occupy

a site 170 by 235 feet. Completion of this building will give the company more room for the expansion of its different departments, which will of course include the china and glass sections. The new building will be built of reinforced concrete and steel construction.

To Deliver July and August Orders

Many orders for dinnerware for fall delivery placed during the months of July and August will go forward this month, it was announced by local manufacturers last week. It has also been said by some producers that the volume of business now on file for October delivery valuation of shipments will very likely establish new shipping records for the current year.

For some weeks many distributors have been requesting manufacturers to advance shipping date of fall orders and some of this merchandise scheduled for October delivery went forward during the last two weeks in September. However, October shipping files are pretty well filled, and this means that many departments will be compelled to work steadily in order that the trade can be accommodated.

Seasonable Dinnerware Demand Increases Production

Because of the seasonable demand for dinnerware, pottery plants in the northeastern Ohio territory are in heavier production. The larger plants in the local district have been working practically full time for several months, but some of the smaller concerns have not been so active. The actual kiln production of the district last week was higher than at any time during the last three months.

New business is also slightly increased, the department stores ordering additional matchings for their current stock patterns, and at the same time have been placing specifications for sets. The jobbing interests are now in the midst of their busy season, and the new business from this channel has been improving of late.

Specialties, such as bridge sets, breakfast sets and luncheon sets have been in very good movement of late, and some of the retail trade have been rather liberal buyers of these lines.

Plain white ware is selling mainly to the jobbing trade, although some retail distributors have been buying this class of merchandise in limited quantities.

Special Sale Dinnerware in Demand

Not in years has the demand for dinnerware for special sale been as active as this season. In fact, manufacturers have been constantly solicited for this class of merchandise. Many distributors sought short sets for special sale in rather liberal volume, but the manufacturers have been urging the trade to buy such goods in an open stock form, thereby offering the suggestion that by putting open stock decorations customers would have no inconvenience in adding other pieces to the initial set from time to time.

Some retail distributors have followed this suggestion, and the result has been just as manufacturers claimed it would be—the sale of “special sale” patterns but at a lower price. There are a certain few large retail distributors who now insist upon dinnerware wanted for special sale being put out in open stock, and at the same time special orders for the same decoration has followed the sale of the goods. The longer this policy is carried out by the distributors, the greater will be the inquiry for additions to the original set.

Smith, Phillips Compartment Plate Popular

The new compartment plate recently placed on the market by the Smith, Phillips China Co., is meeting with popular favor among dealers. This specialty is to be had in a wide variety of decorations, and unlike other compartment plates, the plate itself is light in weight and “stacks” unusually evenness. The plate can also be had in the decoration that is used on the general dinnerware line of the firm, or it can be added as an additional item to a

H. Sebring, of the French China Co., Sebring, O., returned to Sebring from Miami, Fla., to which latter he made a hurried trip as soon as he received word of storm damage to that part of Florida. His place was one of the first to be erected at Miami Beach. George Thompson, of the Thompson Pottery, was in Florida this season and disposed of his interests in the present area at that time.

Fair to Stress Dinnerware Section

During the eight Golden Jubilee sale at the Fair Store, Chicago, Ill., this month, which will mark the 51st anniversary, special stress is to be featured in the dinnerware section, which is in charge of Pete Rinkin. For a period of time Mr. Rinkin has been planning for this event, and all dinnerware from this district has been obtained for this sale.

Be the Toastmaster of your business. Introduce it to the public. Later it may be able to speak for itself.

The main trouble with worry is that it leaves so little room for constructive thinking.

SPAR MINPRO SPAR

CONTRIBUTES

to the

EXCELLENCE

of your

PRODUCTION

THIS is an unusual Feldspar. It is mined underground—not open quarried—from an excellent deposit in North Carolina, the state famous for fine Feldspar.

This high grade spar is ground in a plant with the latest equipment. Frequent testings assure quality and uniformity. Analyses and samples are furnished with each shipment.

Minpro Spar is ground to enter 140 mesh, and 200 mesh.



CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The
ROESSLER & HASSLACHER CHEMICAL CO.

709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore

New Orleans
Boston
Kansas City
San Francisco

Pittsburgh
Cleveland
Trenton



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



One Hundred Department Store Executives Attend Retail Training Conference

MORE than 100 executives of department stores from as far away as St. Louis, Toronto, and Boston met at the University of Pittsburgh Sept. 30, for the ninth annual conference of the research bureau for retail training. The conference dealt with personnel and educational problems of department stores, and adjourned Oct. 2nd.

There was a roll call of member stores and the reading of reports. Dr. James H. Greene, director of the bureau, first led a round table discussion on "Pre-Sale Personal Plans."

Friday's program included a discussion on employment, led by Dr. David R. Craig, executive secretary of the board. "Junior Training" and "Returned Goods" were the topics for discussion on Saturday.

One of the chief outstanding features of the conference was the annual dinner at the Hotel Schenley Friday night at 7 o'clock. Dr. W. W. Charters of the University of Chicago, former director of the bureau, was toastmaster. Among the speakers at the banquet was Or. John G. Bowman, chancellor of the university and executives of Pittsburgh's leading department stores.

One or more representatives from the following stores attended the conference: J. N. Adams & Co., Buffalo; Hochschild, Kohn & Co., Baltimore; Woodward & Lothrop, Washington; LaSalle & Koch Company, Toledo; the William Hengerer Company, Buffalo; James A. Hearn & Son, New York; Mabley & Carew Company, Cincinnati; Jordan Marsh Company, Boston; Scruggs-Vandervoort-Barney, St. Louis; Robert Simpson Company, Ltd., Toronto; Newcomb-Endicott Company, Detroit; Stern Brothers, New York; A. I. Namm & Son, Brooklyn; the Halle Brother Company, Cleveland, and from the following Pittsburgh stores: Kaufman's, Horne's, Frank & Seder, Rosenbaum, Paulson's, Lewin-Neiman, Jones Dry Goods, Meyer-Jonasson and Boggs & Buhl.

The research bureau for retail training was organized in May, 1918, as a result of the desire of seven Pittsburgh stores to inaugurate a program of careful study of personnel problems in the field of retail training.

These stores, to make possible these scientific investigations, agreed to underwrite \$32,000 each year for a term of five years. The 25 stores which are now affiliated with the bureau do an annual business of \$300,000,000.

The bureau was established at the Carnegie Institute of Technology. It was made a part of the department of applied psychology and later changed to the division of Cooperative research.

Will Not Sell Lippencott Glass Plant

Harry M. Adams and Samuel C. Phillips, receivers in charge of the plant of the Lippencott Glass Co., at Andria, Ind., have announced that the pottery will not be offered for sale. Positive denial has been made by them of any proposed movement of this character, also that such move was even contemplated. The property is being operated by the receivers under an order of court.

Dunbar Glass Factory Again Operating

The factory of the Dunbar Flint Glass Corp., Dunbar, W. Va., which has been undergoing a program of reorganization, is again in active operation. The factory is producing a general line of tableware and stemware, novelties and specialties. Blanks for cutting are also being produced at the plant.

New Blue Ridge Glass Corporation Formed

A deal has been closed whereby the Kingsport, Tenn., glass factory of the Corning Glass Works, Corning, N. Y., has been acquired by a new interest to be known as the Blue Ridge Glass Corp. The new corporation is headed by Alex D. Flack and F. F. Shetterly. The Kingsport plant is to be reconditioned at once and will be in operation within the next six weeks, according to information received in this district this week.

Imperial Glass Co. Production Increased

Production at the factory of the Imperial Glass Co., Bellaire, O., is better than 75 per cent, it is said since the double shift schedule has been put into effect. Throughout the summer season this plant factory was employing a day shift only.

Chester L. Jones to Continue as President

Chester L. Jones, managing director of the Chester Jones Stores Co., Kansas City, Mo., is to continue as president and general manager of this organization, it has been reported here by glass salesmen traveling the western territory. He will however divide his time between Kansas City, office and Dallas, Texas, where the southern offices of this new organization are located.

Florists Campaign Booms Vase Sales

On account of the national campaign now being conducted over by the National Florists organization there has been a steady increase in the demand for all kinds of flower containers. The manufacturers of this line announced this week that fall orders for vases of all kinds

flower baskets and bulb containers exceed the volume of business received a year ago.

Colored glassware flower containers are in very heavy request at this time, although the crystal and gold decorated bud vase line is in better movement than any previous season this year. Glass manufacturers declare that the publicity campaign of the Florists organization reflected rather quickly in the glass industry.

Open New Joseph Horne Store, Pittsburgh

The new \$100,000 addition to the Joseph Horne department store will soon be opened to the public. Although about five years ago this store had its selling space increased approximately 65 per cent, the new addition will more than double its original floor space.

On the fifth floor, the china and glass stocks have been relocated, and this has provided additional floor space for the lamp department. The china packing department has been moved to the Oppenheim-Collins building on the east side of the Horne building, the latter interest having four floors of the former building under long term lease. The rearrangement of the china, glass, lighting fixture and lamp sections now gives the Horne store one of the most elaborate store settings in any department store in the country. This department is under the management of Albert Benswanger, who has been with the Horne interests for many years. The toy department which has heretofore been housed on the fourth floor has been changed to the seventh floor.

New Martinsville at Work on New Lines

The New Martinsville Glass Mfg. Co. is at work on its new 1927 line which will include several new designs in vases, it was announced this week. For some years this factory has made the vase line one of the most prominent list of items listed, and the new 1927 line will include new designs in vases in both colored and crystal glass.

New Business for Flint Glass Factories

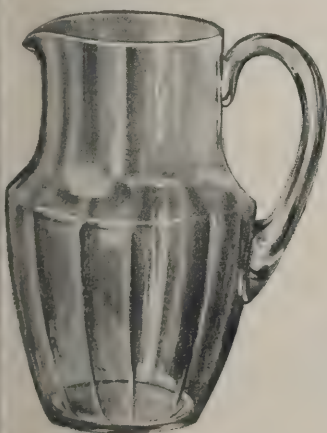
With an influx of new fall and holiday business, the flint glass factories in the eastern and middle west territory are working about full time. Not only have mail orders been good during the last ten days, but road salesmen have also been working some rather large specifications.

Many retail distributors have already received fall and holiday stocks, and some retailers who originally did not want goods delivered until late in October are asking that such orders be forwarded at once.

That the retail trade on glassware is now in full swing is generally admitted by the manufacturers in this territory. October shipments at this writing give promise of exceeding records for the corresponding month last year.

All factories are now at work on new 1927 lines. In a number of instances designs have been approved and mould shops at work on these new items. In other instances, however, certain designs are still under consideration.

Westmoreland Glass Co. Grapeville, Pa.



Manufacturers of
High Grade
Glassware Plain, Cut
and Decorated
For Gift Shops,
Florists and Table
Use

No. 1801. 5 Pt. Jug.
Made in crystal as
well as beautiful
shades of Blue,
Green and Amber.

Representatives

NEW YORK H. C. Gray Co., 200 Fifth Avenue	PHILADELPHIA Fred Stott, 1007 Filbert Street
BOSTON H. P. & H. F. Hunt, 41 Pearl Street	SAN FRANCISCO Himmelstern Bros., 718 Mission Street
Traveling Representatives R. B. Reineck, 1422 E. Marquette Rd.	LOS ANGELES Himmelstern Bros., 643 S. Olive Street
CHICAGO R. A. Keel, 4439 Greenview Avenue	SEATTLE, WASH. Himmelstern Bros., Terminal Sales Bldg.
CHICAGO	

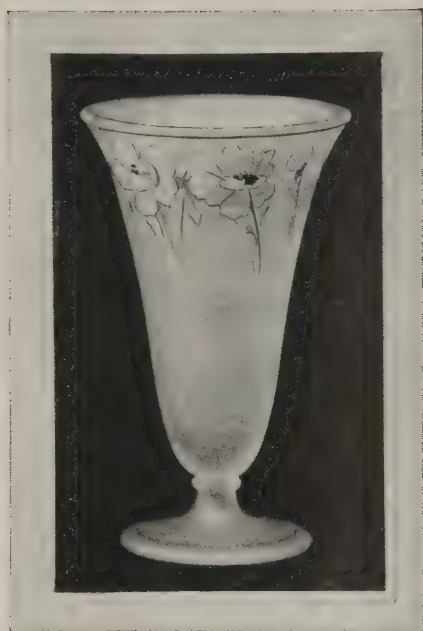


Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

New York Paul Joseph, 200 Fifth Avenue	Representatives Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw, 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.
Factory Representative E. B. Hill, Washington, Pa.		

The Duncan & Miller Glass Co.
Washington, Pa.



NO. 330—7 IN. VASE

“POPPY” DECORATION

ON LIGHT GREEN SATINED GLASS

A fascinating novelty, developed especially for fine retail and gift shop trade.

The decoration, in vivid coloring, applied by hand to this lustrous ware, has a compelling appeal.

Covered Candy Boxes and Bon Bon Dishes; Dresser, Smoking and Night Cap Sets; Vases, Baskets and Candleholders; are among the articles available, either singly or as an assortment (No. 22074-1) which gives variety.

UNITED STATES GLASS COMPANY
PITTSBURGH, PA.

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

New York Showrooms Display New Wares

Large Assortment of Beautiful Merchandise Attracting Attention of Buyers

Originality Shown in New Rosenthal and Thomas Patterns

It would indeed be difficult to visualize a more thoroughly interesting exhibit of decorative creations than those that have been evolved for the adornment of Rosenthal ivory body china on view at the salesrooms of the Rosenthal China Corp., 149-151 Fifth Ave. The fineness of the body possessing that rich, warm ivory translucency, makes an ideal background for the most artistic effects and the Rosenthal artisans have taken full advantage of the opportunity to create patterns of the most charm. There are twenty-five new treatments to be exact, eight of which will be carried in New York for immediate delivery.

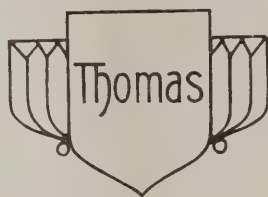
The Corona shape is an important feature of this unusually harmonizing triangle of body, shape and decoration. It is beautifully modeled in octagonal shape at both base and round top with cups slightly paneled just enough to add individuality. Its grace of line and fine proportion is all that could possibly be desired. Among the new designs being shown are two encrustations which could not be improved upon for fineness of detail. To say that they follow the best traditions of the Rosenthal factory is enough to those who know this class of decorative treatment turned out by this factory. The Royal shows a quarter inch band border while the Premier is a half inch wider in the same style both are shown in conjunction with a gold hair line and matt gold handles and matt gold trim on the casserole. Then there is the Orelay pattern, a wonderfully effective design worked out with fine contrast in subdued coloring with a delicately colored outer border and gold edging. It is executed with filled panels, in a broken border effect with an ornamental set of flowers and fruit panels in natural colors on a jet ground. A prominent feature of the exhibit that never fails to attract attention is the Rosenthal underglaze border colors, this being the only factory making these on a hard fired body. These are shown in rich service pieces worked out in various novel treatments employed in gold encrustations, paste gold, floral centers, etc. They are shown in powder blue, gray, green and a new jet effect. All the patterns are patented. The Thomas line, more inexpensively priced, shown by the Continental Ceramics Corp., 149-151 Fifth Ave., has also a great deal of interest to recommend it for special consideration, with fifteen fascinating new patterns shown on the newly Empire shape. Nine of these patterns will be stocked in New York for immediate delivery. The Empire shape is worthy of particular mention. The casserole has a fancy lid and cover which is utilized in each design with gold embellishment, etc., as an additional decorative feature. Some of the patterns that should not be missed are the Fantasy, Queen Louise and the Claremont. Each has special features that cannot help but make popular sellers.

Excellent Display of Fenton Line at H. C. Gray Co. Salesroom

The Horace C. Gray Co., 200 Fifth Ave., New York representatives for the Fenton Art Glass Co., Williams-town, W. Va., have indeed succeeded in their efforts to exhibit the beautiful lines of this well known factory to the best possible advantage in their show rooms. Each separate assortment has a table of its own. Individually and collectively their general effect is splendid. The new Rose Vella line, most beautiful in its shell pink coloring and delicate shapes is well represented in a large showing of candlesticks, flower holders, salad sets, comports and any number of other items, while on an adjoining table is shown a lovely assortment of fan vases, candy jars, covered bon bons, etc., in the ever popular jade green and jet black colors that are a treat to look over. Displayed on this same table as well is a twenty-seven piece luncheon set in jade that is a beauty. On still another table is shown their "Fat Boy" assortment which consists of twelve dozen pieces very attractively priced and specially suitable for dollar day sales. This is offered in three colors, namely, Celeste blue, Grecian gold and French green. The beautiful Fenton antique green vase line with a spider web decoration carried out over the vase has been utilized by the Gray Company to show the excellent manner in which these may be used for lamp mounts. They have a table entirely devoted to these and their effect is wonderful.

Originality Expressed in New Console Sets

Imported glass console sets in a big variety of beautiful colors and decorations are being shown by Otto Goetz, Inc., importers, 122 Fifth Ave. They present a selection that will easily satisfy the demands of the most fastidious. One item in a lemon colored crackled glass is particularly pretty being decorated with a simple blue line band that further adds to its charm. Other colors that this line is shown in are amber, orange, dark and light blues and jet black. Some of the sets in the blue and black colorings are decorated with a silver connecting line and a plain, but yet very taking, silver leaf band treatment around the edge, while still another is shown on a brilliant yellow with a jet black band border and foot. Thirty-two and thirty-four piece cottage sets in both pottery and china are also to be seen. The decorations of these tend towards flowers in dark red and yellow colors with black centers while a green leaf worked in between and a black line around the rim finish them off splendidly. Still further one finds a fine exhibit of new samples in lustre tea sets. These are very diversified both as to shapes and decorations. One is in orange coloring with a gold butterfly and gold line edge and handle, another in a pretty yellow with a red alternating panel on which is worked out a small delicate rose spray which also has a gold line edge and handle, a third is shown on the same style in orange and black.



Thomas China

CONTINENTAL CERAMICS CORPORATION
takes pleasure in announcing to the trade that

SIX

unusually attractive *new stock patterns* have been added to the very popular ones introduced last year. The trade has made this imperative, because apart from the beauty of the THOMAS body and the attractive decorations, the public prefers

Thomas Empire Shape

This shape with its rich gold treatment places this popular priced dinnerware in a class by itself.

The happy combination of

Thomas Patterns and Empire Shape

mean increased turn overs in the China Department.

Continental Ceramics Corporation

149-151 Fifth Avenue
Corner 21st Street, Ninth Floor
New York





ROSENTHAL

Ivory China

ROSENTHAL - IVORY - CHINA expresses the inspiration of loveliness and skill of the ripest talents to be had, and gives to the American public the zeal and intelligence of our artists who have unsparingly lavished their efforts in making an IVORY production possible.

In the splendid series of patterns one notes many lovely designs full of quaint earnestness of devotional art and whose essence of beauty and sweetness have been culled from the widest fields and with the utmost discrimination.

We carry in stock today EIGHT of these new and beautiful designs on our new

Rosenthal
Ivory Body

The
Rosenthal China Corporation

149-151 Fifth Avenue
Corner 21st Street, Ninth Floor
New York

*Our next article dwelling on
our New Ivory Shape will
appear in the next issue
issue of this paper.*



CHICAGO OFFICE

312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Big Sale Wave Washes Over Chicago With Stores Outdoing Each Other

A WAVE of big sales has swept over Chicago during the past week, with practically every popular-priced department store attempting to outdo the other in value giving as well as in the total gross sales. The Fair is now conducting its Fifty-first Anniversary sale, and the bargains are being offered in every department of the store. A year ago during the Golden Jubilee Sale The Fair increased its sales more than \$1,000,000 for the month of October over the same month for the previous year. D. F. Kelly, president and general manager of The Fair, has predicted larger gross sales for this October than the record established during the Golden Jubilee sale a year ago. The other department stores are competing heavily for the business during the present month. The Davis Store, carrying out their slogan "we will not be undersold" are conducting Better Bargain Week this week, and they used five pages of newspaper

advertising last Sunday and Monday to get the strongest possible attention of the public. Boston Store and Hillman's likewise are offering many unusual and attractive bargains this week, the china and glassware departments sharing in every case.

Wholesaler selling of china and glassware here during the past week has been on a more active basis. Buyers everywhere are reported filling in their stocks for Christmas trade.

Fred T. Renshaw, local factory representative, reports that he is in receipt of samples of the new Rose colored glassware just brought out by the Duncan & Miller Glass Co., Washington, Pa. This color is being shown in the company's No. 40 spiral glass and No. 41 lace pattern glass.

Ovington's, Chicago's newest and largest gift shop, are conducting an extensive advertising campaign to acquaint the people of the Chicago district with the character of the merchandise which they offer. The management reports that the sales to date have exceeded the expectations for the opening weeks. The advertising has invited the public to "come in and browse around" and the suggestion has been well taken judging from the number of visitors in the store daily. Miss Lillian Thompson, formerly manager of the Edgewater Beach Hotel Gift Shop and later with Hall's, Michigan Ave., has been engaged to manage the wrought iron department for Ovington's.

Dooner-Logan, factory representatives with display at 39 W. Adams St., report good sales recently for the decorated glass line from the Joppo Studios which they are selling in the middle-west territory.

Lamp manufacturers can take some encouragement from the recent report from the Commonwealth Edison Co. that only 55 per cent of the homes of the country are wired for electricity, while the percentage in Illinois is 73. There is still a big field of merchandising conquest in this country for all electrical appliances and the market should continue good as the home wiring works spreads.

Blue and White, Inc., 501 Commercial Ave., Cairo, Ill., was recently incorporated with a capital stock of \$40,000 to manufacture and deal in furniture, dry goods, etc. The company was formed by H. S. Phillippis, W. B. Ryan, C. V. Neff, C. M. Ross and D. S. Lansden.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic
Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone
Central 3497

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass
Corp., Burke Studios, Vesta Studios, Heule
Studios, Lamps and Shades.

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive

FURNITURE MART

Phone: Superior 4100

Room 980

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street

Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

Fred Stack, buyer of the Dayton Co., department store
Minneapolis, Minn., was a visitor in this market early
a week.

E. O. Hume, of the Kurtz Co., Rock Island, Ill., called
by the trade in this market during the past week.

Finker Bros., direct factory representatives, report that
they are showing the new Gold Glass of the Krantz &
Sil Glass Co., Homestead, Penn. This glass, of rock

crystal style in a deep gold color, made in bowls and many
other numbers, is proving very popular with the trade.

H. L. Heintzelman, president of the Monongah Glass
Co., left this city last Wednesday after spending several
days with his local representative, F. T. Renshaw.

George Turner, local factory representative, returned
on October 6th from a business trip to Omaha and Lin-
coln, Neb.; Kansas City, Kans., and St. Louis, Mo.

New York Imports

September 30

S. De Grasse from Havre, France

tern Bros., 5 casks chinaware,
lacy, R. H., & Co., 3 casks chinaware
aviland, T., & Co., 36 casks chinaware
unham & Reeve, 2 cases earthenware
eadows, Wye & Co., 4 cases glassware
ockstein & Co., 43 packages glassware, etc.
oubigant, Inc., 8 casks glassware

S. Saucon from Leghorn, Italy

lobe Shipping Co., 10 cases earthenware
ational City Bank, 6 cases crockery

S. Anaconda from Rotterdam, Holland

yrnes, W. J., & Co., 1 case earthenware

S. Olympic from Southampton, England

ane, W. L., & Co., 2 cases pottery figures
ernardaut, L., & Co., 8 casks porcelain, 17 casks porcelain
rauss, N., & Sons, 31 casks porcelain
ogt & Dose, 14 casks porcelain

S. Oscar from Copenhagen, Denmark

merican Express Co., 5 cases porcelain
oford, A. J., & Co., 5 cases china, 1 case pottery, 1 case pottery

October 1

S. Derflinger

Y. Trust Co., 21 cases earthenware
oster, W. A., & Co., 1 case crockery
henkers, Inc., 2 cases glassware
andegrift, F. B., & Co., 8 cases glassware
S. Paris from Havre, France
atner, John Winthrop, 1 case crockery
ansen Trading Co., 1 case earthenware
ate Fwdg. & Shpg. Co., 4 cases earthenware
orgfeldt, G., & Co., 7 cases glass and earthenware
aviland, T., 52 cases china
acy & Co., 9 casks chinaware
anthel & Cruveilhaer, 1 cask china
aviland & Abbot Co., 50 casks chinaware

Kupper, H. C., 67 casks chinaware
Phoenix Shpg. Co., 1 cask chinaware

October 2

S. S. President Roosevelt from Bremerhaven, Germany

Pomerance, S. H., Co., 8 cases glassware
Hensel, Bruckman & Lorbacher, 7 cases glassware
Sellers, C. W., Co., 8 cases decalcomanias

S. S. Colombo from Genoa, Italy

Sheldon, G. W., & Co., 7 barrels crockery

S. S. Tatsuno Maru from Kobe, Japan

Ross, G., Co., 17 cases earthenware, 5 cases lamp shades
Morimura Bros., Inc., 9 cases earthenware, 11 cases porcelain-
ware

Order, 1 package porcelainware

From Yokkaichi, Japan

Block, D., & Co., 43 cases porcelain

From Nogoya via Yokkaichi

Morry, F., 1 case lacquered ware
Woolworth, F. W., & Co., 8 cases porcelain
Kress, S. H., & Co., 47 cases porcelain
Morimura Bros., 19 cases porcelain
Mogi, Momonoi & Co., 112 cases porcelain and earthenware
Haruta & Co., 104 packages porcelain
Bloch, L. D., & Co., 45 cases porcelain
Mohawk Novelty Co., 50 cases porcelain
Butler Bros., 150 cases porcelain
Imoto Bros., Inc., 48 cases porcelain
Nara Trading Co., 32 cases porcelain and earthenware
Bloch, L. D., & Co., 81 cases porcelain and earthenware
Lisk, S., & Bros., 7 cases porcelain
Taiyo Trading Co., Inc., 202 cases porcelain, earthenware, etc.
Gary, T. H., 52 cases crockery.

From Yokohama, Japan

Woolworth, F. W., & Co., 32 cs. glassware
Chinjab Co., Inc., 10 cases porcelain, 24 cases earthenware

From Tokio, via Yokohama

Byrnes & Co., 179 cases crockery

(Continued on page 27)



Soda Fountain Ware

THE increase of soda and luncheonette business opens another big market for fancy china. The Winterling pattern illustrated has won deserved popularity through its excellent quality and moderate price.

Send for Samples

The name WINTERLING on fancy china denotes QUALITY as does the HEINRICH mark on dinnerware.

We are sole U. S. agents for both.

HEINRICH AND WINTERLING INC.

Entire 5th floor, 49-51 West 23rd St., New York.



A Distinctive American Product

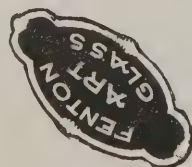


For Home Decoration

Sold Thruout the World

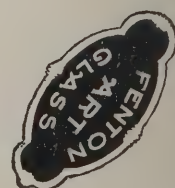
Send For our Beautiful
Catalogue in Colors.

Factory and Offices



FENTON ART GLASS CO.

Williamstown, W. Va.
U. S. A.





PHILADELPHIA SECTION

All Five Big Department Stores in Quaker City Report Results Better Than Year Ago

Entrance to Palace of Arts

The Tower of Light



BUSINESS in Philadelphia District is improving right along. All of the five big department stores report results better than last year; some of them more than others, but all of them ahead of last year's figures. The large number of conventions and the Sesqui have helped to bring this condition about.

This city has been overcrowded with guests attending the Centennial and conventions held here. And the attendance to the big fight between Dempsey and Tunney on Sept. 23rd was the largest single gathering that has been held in this city for a long time. The stadium was crowded, every seat being taken and the promoters say there were 130,000 that attended the fight. The police facilities were excellent. There was no disorder and the attendance was dispersed very quickly after the fight and everybody seemed to be pleased the way the affair was handled.

Another large crowd is expected here this month when the American Legion hold their convention in connection with the Centennial.

Mr. Harry Bortz, representative of A. H. Heisey Co., was very proud to exhibit a check for \$30, which he won from one of the buyers in a prominent Philadelphia store and we understand from Harry that he wasn't the only one to collect on the Tunney end of a bet with this same buyer.

Mr. Ramsey Van Roden, treasurer of Wright, Tyndale Van Roden, recently passed through a very serious operation. He has been convalescing rapidly the past two weeks and hopes to be able to be back at his desk in a short while. He has the kind wishes of his many friends for speedy recovery.

His brother, Mr. Clarence Van Roden, expects to sail for Europe in a couple of weeks time on a buying tour. He is to return by Christmas. This is a very early start, as Mr. Van Roden doesn't usually go to Europe before January, but business has been so good with them, especially in their wholesale department, that it is necessary for him to go earlier this year.

Messrs. W. L. Orme and W. C. McCartney, the vice president and secretary of the Cambridge Glass Co., spent a few days of last week in Philadelphia with their local representative, Mr. John A. Nixon. They came down to see the Dempsey-Tunney fight and while here they looked over the market and closed some special deals that had been started by Mr. Nixon. They report business very good at the factory.


Mr. Clifton Allen of the Strawbridge & Clothier store spent a few days of this week in the middle West calling

on factories with whom he does business, working out some plans that he made for the holiday trade. He is expected back the latter part of this week.

The National Gift and Art Show was held at the Adelphia Hotel the first week in September and was the largest show, from point of exhibitors, that has ever been held here. About the same amount of business was written this year as in 1925 by those exhibitors who attended both shows. The annual election of officers was held and the same officers and board of directors were elected except that Mr. George Little was elected Secretary in the place of Mr. Samuel Edelman.

Business Good in Philadelphia

Business in general is good in Philadelphia according to the current issue of Bradstreet's which says: "Jobbers and manufacturers of women's cloaks, suits and dresses report business increasing. Manufacturers and jobbers of men's clothing report a decided improvement. Jobbers and manufacturers of women's millinery report business good but collections poor. The woolen trade shows a better buying tone, but conservatism in carrying stocks, and collections are fair. Furniture seems somewhat quiet after two months of activity. A large holiday business is expected. Collections at present time are fair to good. In Jewelry, wholesale houses are heavily stocked for the coming holiday season, but retail buying is slow and collections are poor. Wholesale and retail shoe houses report business fair, with women's novelty shoes the most active. Collections are fair. Leaf tobacco and cigar manufacturers continue active, as for six months past. Manufacturers report large orders for future delivery and collections fair.



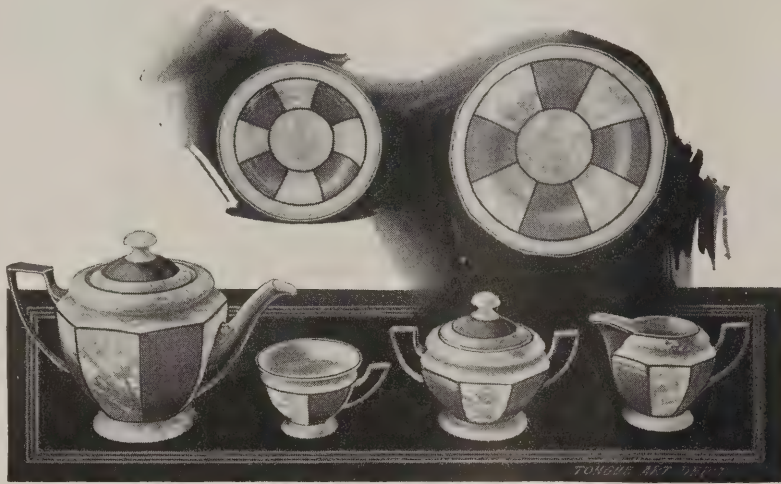
**NOVELTY
FISH
AQUARIUMS**

No. 106 B
Oval Aquarium with
Black Glass Stand
Holds 3 Quarts

Ask for Circular
Showing Full Line
Black Glass Stands and
Iron Stands

GILLINDER & SONS, Inc.
Tacony Philadelphia

Tea Sets of Delicate Color and Odd Shape



We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts.

Philadelphia, Pa.

WILLIAM C. BYRNES
Burd Bldg., Philadelphia, Pa.
Representing
CENTRAL GLASS WORKS

Makers of
Fine Glassware
Since 1863



Two Tone Stemware
Pleasing Color
Combinations
in
Old Rose, Green and
Amber

Complete Assortment of Lunch Trays,
Cheese and Crackers, Candy Jars, etc.
A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware
at Attractive Prices

HARRY M. BORTZ

REPRESENTING

TRADE MARK

HEISEY'S GLASSWARE

FOR YOUR TABLE

FOR HOME

Philadelphia



DECORATION

Office

406 Vandam Bldg.
1005 MARKET STREET

JOSEPH TOMKINSON

1104 Arch St., Philadelphia

FOSTORIA GLASS CO.

DUNCAN & MILLER GLASS CO.

DRESDEN POTTERY CO.

Fostoria complete glass dinnerware colored and crystal
plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glass-
ware colored and crystal.

Dresden Pottery Co., the new Apollo shape with many
attractive decorations.

JOHN F. LANE

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty

Colored Stemware

Pekoe Glow, Burgundy, Green, Blue and Amber on foot
and stem. Have above line in New Rose Cutting on
spiral optic.

Paul L. Larson

1104 Arch St.

Representing

HOCKING GLASS CO.
McKEE GLASS CO.
LANCASTER GLASS CO.
MOUND CITY GLASS CO.

Crystal and Decorated Glassware

FRED STOTT, Successor

Formerly

PEACOCK AND ROOP

1007 Filbert St.

Representing

Economy Glass Co.	Westmoreland Glass Co.
Indiana Glass Co.	Space Saver Dish Co.
D. C. Jenkins Glass Co.	Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colored Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.

JOHN A. NIXON

906 Filbert St.,
Philadelphia

Representing Leading Lines of Pressed and Blown Table Glassware and Pottery

Cambridge Glass Co.
Dunbar Flint Glass Co.
N. O. Cederborg Co.
Susquehanna Cut Glass Co.
Zanesville Stoneware Co.

Glassware and Pottery in Popular Colors with Gold and Iridescent Effects—Commercially Priced for Dept. Stores, Gift Shops and Jewellers

UNITED STATES GLASS CO.

705 Vandam Bldg.,

N. W. Corner 10th and Market Sts.
Philadelphia

Complete Line
Pressed and Blown Glassware
Lamps and Novelties

J. A. HEMPLE

Sales Representative

New York Imports

(Continued from page 23)

S. Reliance from Hamburg, Germany

Corbett, M. J., & Co., 5 cases hollowglass
Stern, S., 8 cases hollowglass
Rohner, Gehrig & Co., 1 case glass and porcelain
Lazarus & Rosenfeld, 1 case crockery
Syndicate Trdg. Co., 25 cases crockery, chinaware
Hempstead, O. G., & Son, 3 cases earthenware
Milton Snedeker Corp., 1 case porcelain
Weiss Fwdg. Co., 49 packages glassware
Eimer & Amend, 1 case hollowglass
Straub, P. A., & Co., 1 case china, earthenware
Scholz, A. H., 3 cases hollowglass
Borgfeldt, G., & Co., 1 case glassware, 2 cases glassware
Harrison, A., & Co., 4 cases hollowglass
Wolf, L., & Co., 2 cases toys
Mohawk Novelty Co., 4 cases crockery, 2 cases toys
Phoenix Shipping Co., 3 cases crockery
Bing, F., & Co., 1 case hollowglass
Sheldon, G. W., & Co., 33 cases hollowglass, etc., 27 cases earthenware, glassware
Wese, H. A., 3 cases glassware, 1 case crockery
Bloch, L. D., & Co., 2 cases crockery
Noe, W. R., & Sons, 5 cases glassware
Straus, N., & Sons, 26 cases crockery
Wolf, L., & Co., 20 cases toys
Jacobs & Dassler, 4 cases crockery
Heemsoth & Basse, 1 case crockery
Wanamaker, J., 2 cases hollowglass
American Art Novelties Co., 9 cases glassware
Hirschberg & Schutz Co., 2 cases chinaware
Wolf, L., & Co., 13 cases toys, glassware, etc.
Wanamaker, J., 2 cases hollowglass
American Express Co., 2 cases crockery
Phoenix Shpg. Co., 115 cases crockery, glassware, etc.

S. Nieuw Amsterdam from Rotterdam, Holland

Graham & Zenger, 62 cases glassware
National City Bank, 19 cases glassware
Grace National Bank, 46 cases crockery, woodenware

Grant, W. T., Co., 20 cases crockery
Phoenix Shipping Co., 150 crates crockery, 25 cases crockery
Strauss, N., & Sons, 7 cases earthenware
Basket Import Co., 1 case crockery
Woolworth, F. W., & Co., 298 cases toys and crockery

S. S. Cabo Hattaras from Genoa, Italy

Graham & Zenger, 122 cases glassware
Globe Shpg. Co., 1 case glassware, 6 cases crockery
Wanamaker, J., 48 cases glassware and earthenware
Sellers, G. W., Co., 3 barrels earthenware, 26 cases earthenware
Banca Commercial Italiana, 5 cases majolicas
Reimer, F. C., & Co., 5 packages earthenware

From Tarragona, Spain

Daniels & Fischer Store Co., 7 cases crockery
Bolch, L. D., & Co., 36 casks crockery
Abraham & Straus, 31 casks crockery

October 4

S. S. Aquitania from Southampton, England

Kirschbach & Smith, 6 cases glassware
French American Glass Co., 2 casks glassware
Bane & Hill, 4 cases china and glass
Richard Shpg. Corp., 6 cases glassware
Dunhill, 4 casks earthenware, 1 case earthenware
Downing, R. F., & Co., 1 case leatherware

S. S. Bremen from Bremen, Germany

Sullivan, W. C., & Co., 60 casks china
Transatlantic Shpg. Co., 2 cases earthenware
Lindt Chocolate Co., 20 cases toys, crockery
Rosenthal China Corp., 30 cases crockery
Borgfeldt, G., & Co., 93 cases toys, crockery
Semon, Bache & Co., 16 cases glassware, etc.

October 5

S. S. Andania from Hamburg, Germany

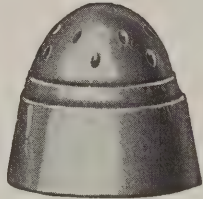
Commonwealth Bank, 2 cases hollowglass
Cohn & Rosenberger, Inc., 4 cases glassware
Steinhardt, A., & Bro., 4 cases crockery
Empire Trust Co., 5 cases glassware
Carstens, C. & E., 117 crates crockery
Tomby, & Co., 1 cask crockery, 5 cases crockery
Bouton, J., & Co., 6 cases crockery

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

MANUFACTURED BY

COLLINS & WRIGHT, Inc.
PITTSBURGH, PA.



No. 282-2

WILL NOT
TURN
BLACK
—
STRONG



No. 133

EASY TO
CLEAN
—
NO OUTSIDE
THREADS TO
GATHER DIRT



No. 116

Spode's Golden State



Accompanying illustration shows Golden State, a design of much beauty and simplicity painted in the flower embossment only in underglaze colors of red, green, orange and purple. These varied rich warm colors, against the soft ivory ground of the ware, gives a very bright and cheerful effect.

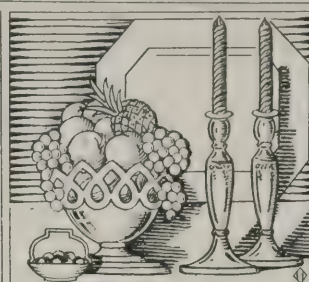
Stock carried in New York City

Send for samples and prices

Copeland & Thompson, Inc., 206 Fifth Avenue, New York



EVERY DAY A GIFT DAY



Imported Wares Give a Special Tone

MOST communities are composed of gregarious people, following in the train of the leader. When the newest fad appears or something that has struck the public's attention and is being dubbed a success, all are eager to have a seat on the Grand Stand. Humans certainly are flockers. If one has taken particular notice of how one person can attract numbers, by simply standing at a window alone, watching an object on display, it will be remembered that within less than a second ten to fifty other persons have congregated about the one lonely person, and peering through the motley crowd, which has gathered in masse, hope to learn "What's the big idea." This eagerness may be the natural curiosity of people in general, anyway it is cheap advertising for the product on display.

This following the leader is noticed by the present craze for imported wares, for the popular fancy seems to be turning in the direction of foreign pottery and glassware. Italian and Moroccan pottery, Mexican and Venetian glass and Czechoslovakian ware are fast becoming strong factors of the up-to-date Gift Shop. However, American glassware and pottery will always be big "Headliners" of the show, as modest price commends domestic wares to those who are unwilling to loosen purse strings easily.

The lovely colors of glass which American manufacturers have been able to produce, are vying with imported colors. These tones are so perfect that it is difficult to distinguish between domestic and foreign colored glassware. Amber, green, blue and rose colors have taken a

(Continued on page 31)



Enticing Section of Bloomingdale's Gift Shop, Showing Imported Wares

Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

BY BEATRICE MILLER WISNER

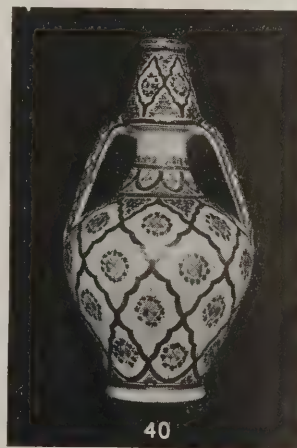
Exquisite Moroccan Pottery

Those who have looked upon Moroccan crafts as buried, hidden away from the world by desert waste and mountain barriers, will rejoice to find this beautiful handcraft brought to light and given to the Western world, in all its native character and delightful coloring. This Moroccan pottery, Safi Ware, is represented by Howard G. Selden, 225 Fifth Ave., New York, and the beautiful specimens illustrated give a good idea of two of the quaint shapes that are popular items in the large assemblage shown by Mr. Selden; comprising jars, bowls, plates, boxes, vases, with and without handles, and many other attractive ornate objects. Safi Ware is the only



watertight pottery made in Morocco, and the splendid decorations done by the magical hands of the natives, carry out the superstitious tendencies which are traditional with this barbaric race. These artists can boast of a long pottery making pedigree; ancestors who have been working on the same types of wheel for ages. So it is only natural that the motifs and

decorations have been inspired by the arts of their forefathers, superstitious characters handed down through eons of time, still withall original, as every design is a thought from the individual artist, no design being duplicated. Many of the motifs spring from their fear of the Evil Eye. The figure 5 and the evil eye were thought to protect humans and animals against the destructive influence of the Evil One, and these characters are often found on pottery, guns, trays and leatherwork, etc. Safi ware is divided into two classes, green and various colors. The designs are blue, yellow, brown or green. The green is sometimes found in combinations on a light background. The background varies from a white to a pale green. With the stabilization of North African crafts, barbaric in character, inherited from a fierce race, yet still retaining the artistic elements which hold it in the palm of the Moors hand, Safi ware has been brought to the door of American trade, so long obscured by the Moslem faith of its peoples.



Jenny Lind Pattern Revived

New interest in the reminiscences of one of the greatest song birds that ever lived, Jenny Lind, has been aroused by the proposed movie picture soon to be shown, depicting some of the incidents of her eventful life. At the time she was singing in London, manufacturers were vying with one another in producing products that would be a fitting tribute to her great art. A beautiful design was created for dinnerware and tea sets, for her personal use, which is now reproduced by the Import Pottery Co., Burslem, Eng. These sets are represented in this country by Percy N. Leyland, 184 Fifth Ave., New York, where the samples are on view, consisting of dinner and tea sets showing the original Jenny Lind decoration in two colors. A black border design and center motif on the dishes, and



other pieces and also a pink decoration on an ivory body. These beautiful patterns so primitive in style, are truly valuable for their intimate association with the greatest Diva that ever came to this country. Even those who only know the Swedish Nightingale through her reputation and by the history of her life, have learned of the wonderful furore she created when she first made her appearance in America under Mr. B. T. Barnum's management, singing at Castle Garden. Her first concert aroused such wild demonstrations, that a hatter paid \$225 for a single admission ticket. Everything was christened "Jenny Lind;" shoes, hats, mantles and almost every kind of wearing apparel bore the name of the Swedish Nightingale. She was not only noted for her intangible voice, but also for her lovely character, charitable donations and sweet disposition. No singer was ever more beloved by everyone and the remembrance and impressions of her inspiring nature have not died with her passing.

A Quaint Lamp of Real Charm

In the odd little Tole lamp and shade, pictured which brings the very essence of Colonial fame, there is a quaintness that at once arrests attention. This delightful little



lamp, represented by Mary Ryan, 225 Fifth Ave., New York, is made by Kanne & Bessant, a firm who is foremost in the manufacture of art character lamps. Appropriately christened "Nellie Custis," from its truthful period reproduction, gives it an added interest for the purposes for which it is designed. Such a lovely little light, of the candle type wired for electricity for bureau, table, desk, what not, and a host of other uses, would just fit the right place. Its

artistic antique finish of either red, green or yellow gives three different colors from which to choose, making it suitable to various interior color schemes. Its height of 11¼ inches gives the portable feature which makes for many uses. In other words, this attractive little luminator speaks for itself in utility, originality of design and accurate reproduction.

New Figure Lamp of Oriental Charm

Oriental figure lamps are decidedly the vogue and are splendidly suited to any type of interior furnishing. The beautiful pottery figure lamp, and parchment shade from the Taiyo Trading Co., 101 Fifth Ave., New York, shows in its distinctive native color and decoration, all the alluring temperament which gives it its Far Eastern appeal, which is noticeable in all the exquisite oriental wares from the Toiyo Trading Co. Numerous delightful gift objects in different decorations, colors and styles, are now being offered by the concern, which are unusual in

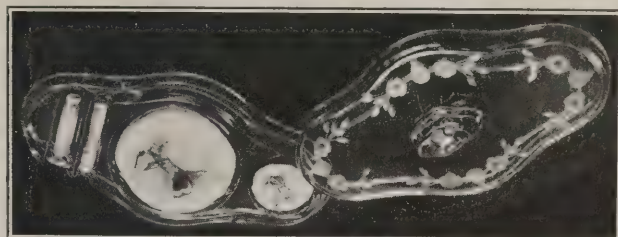


effectiveness and are interesting the buyer who appreciates unique and exclusive products that charm, from the land of the flowering lotus.

A Novel Glass Vanity Case

How one woman put her wits to work and produced an utility that fits the dresser needs of every woman. This woman is Mrs. Millring, of the Millring Art China Co., 225 Fifth Ave., New York, who created the delightful

glass vanity case illustrated. It is interesting to know just how Mrs. Millring came upon the idea and put it into effect. She felt the real need herself of a vanity case that would keep powder from scattering about on the dresser and lip stick and eyebrow pencil in their proper place. It was not an easy task to conceive a practical receptacle that would be an ornament to the dresser, useful and sanitary and that would accommodate all the 'make-up for milady's everyday needs. After a whole year of experimenting with various materials Mrs. Millring came to the conclusion that for absolute cleanliness and decorative value, a glass container was the most practical and ornamental that could be offered. So she set to work with the energy and perseverance that is her God given force, and developed a vanity case which has become so popular that she is now putting her wits to work in another direction—to supply the demand. For this little novelty is so necessary to feminine needs, that Mrs. Millring is receiving orders from all over the world. This inspirational glass vanity case comes in lovely green, blue,



amber and peach colors, and is beautifully decorated in cut and gold designs. The powder and rouge compartments are fitted with lovely colored powder puffs, tied with dainty ribbon to harmonize with the color of the case. Another feature which commends this novelty to every woman is that it can be held in the lap, while at a mirror, in a rocking chair, or when lounging on a couch it can be placed conveniently in easy reaching distance for immediate use, which is a great boon to the tired woman shopper or from other exertion. Mrs. Millring is also showing a variety of beautifully decorated glass fads and fancies; perfume bottles, cigarette glasses, and a host of other adorable little dresser and table conceptions which are enticing the critical buyer.

Imported Wares

(Continued from page 29)

leap in perfection in the manufacture of glassware, and for this and the reason of price, are becoming quite as popular as foreign colored glass. No one is sorry, everyone is glad that America, the elect of all nations, has made good, for there is plenty of room for both domestic and imported wares in Gift Shops that realize the importance of carrying a varied stock to keep pace with the demand of the "madding crowd." After all is said and done, it is the survival of the fittest, and those who "swim the channel" are deserving of the laurel.

Headquarters for the Original Czechoslovak Ware



ALL of our decorations are copyrighted and will bear our registered trade mark and the name of Joseph Mrazek, as a guarantee of the authenticity of the designs.

New and interesting designs have recently been added to this beautiful line of hand decorated ware. *Send for our catalog in full colors.*

CZECHO PEASANT ART CO., INC.
8-10 West 19th St. New York City

Selling Agents

Butterworth & Co., 225 Fifth Avenue, New York City.
Chicago Gift Market, 58 E. Washington St., Chicago, Ill.
The Newcombs, Knickerbocker Bldg., Los Angeles, Cal.
Geo. R. West Sales Co., 954 Liberty Ave., Pittsburgh, Pa.
W. W. Jacobs, Traveling Representative.

BRIDGE SET



No. 21/619—Bridge Set: A lovely scenic effect in blue with tan lustre background, with house and swans in natural colors. Set consists of hexagon shaped tea pot, sugar and creamer with eight trays and cups. Packed one set in box.

Send for New Christmas Catalogue.

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

101 FIFTH AVENUE
NEW YORK

327 W. MADISON STREET
CHICAGO

New England Rep.—N. Masuda Co., 99 Bedford St., Boston

Always at Your Service the
Mary Ryan Organization.



No. 200
28½" high

225 FIFTH AVE.
NEW YORK CITY

A Man's Gift

IMMEDIATE DELIVERY

Dragon Smoker

equipped with the tilting lid and receptacle for matches and match boxes, finished in Lacquer Red, Antique Verde Green or Bronze—\$6.00, \$7.00 and \$9.50 each.

No. 410 Ash stand 25" high, finished in same colors. Special \$18.00 doz.

Send for catalogs

Mary Ryan

17 N. WABASH AVE.
CHICAGO, ILL.

China and Porcelain Ware

That We Can Always Duplicate



1 Qt. Jug.....	Each \$2.00
2 " "	2.50
3 " "	3.00

*Send for Sample Collection of
Newly Imported Porcelain Wares*

Write for Catalog in Colors

KOVAR'S, INC.

CZECHOSLOVAK ARTS AND CRAFTS

328 East 72nd St.

New York

REPRESENTATIVES
NEW YORK

Reed Sales Co.
225 Fifth Ave.

Bush Terminal
130 W. 42nd St.

BOSTON

CHICAGO

LOS ANGELES, CAL.

H. P. & H. F.
Hunt Co.
41 Pearl St.

W. C. Owen, Inc.
17 N. Wabash Ave.

Mabel R. Skinner
2034 Eight Ave.

SELDEN SELECTIONS

An absolute necessity—

Retail shops and Department stores will find in Selden Selections so many items of exceptional merit that the objects constitute a real need for the successful store.

The quality of manufacture, the extremely wide range of choice, color and shape and above all their low cost make purchases almost imperative.

*Illustrated literature and
prices on request*

SPICER STUDIO
BYBEE POTTERY CO.
COWAN POTTERY
GEORGE R. WEST & SONS
EUROPEAN SPECIALTY CO.

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK

TALavera IMPORTING CO.
PETER PERAZZO
POILLON POTTERY
CALIFORNIA FAIENCE
BARRELL & CO.

TRADE MARK
CARROLLTON
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President



THE GLOBE CHINA COMPANY

Cambridge, Ohio

Refined Colonial and Plain Shapes
Beautified and Adorned with Exclusive
Decorations of Artistic Design

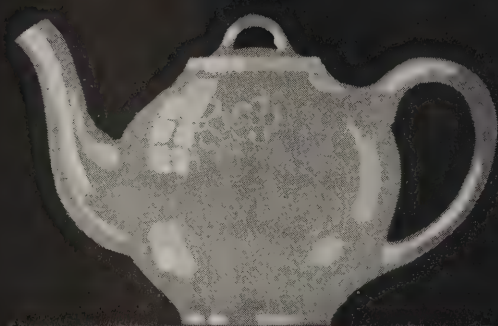
OUR SPECIALTY IS DELIVERING TO
OUR CUSTOMERS WHAT WE
SELL THEM

A FULL DINNERWARE LINE OF
HIGH GRADE
SEMI-VITREOUS PORCELAIN

NEW YORK OFFICE
H. F. McKenzie
2 East 23rd St.

CHICAGO OFFICE
S. B. Davis
625 Old Colony Bldg.

HALL'S TEAPOTS



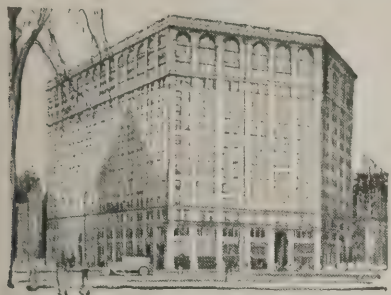
Christmas Means Hall Teapots

One of the most profitable Christmas displays you can make is a new assortment of Hall China Teapots. Known for their quality and beauty, they have every requirement of the perfect present—for friend, sister, wife, mother.

*Ask your jobber or write—
But do it quick!*

HALL CHINA COMPANY
EAST LIVERPOOL, OHIO

KUHLER



You can see the leading pottery lines in one building

The Fifth Avenue Building offers this great convenience to out-of-town buyers. Here you can see many of the leading glass and crockery lines. Here, in one building, you can select your stock for the entire season. This centralization of buying opportunities combined with the unusual convenience of location brings to The Fifth Avenue Building the great bulk of out-of-town buyers.

Two elevated lines are within two blocks. There is a subway entrance in the building. Also two restaurants. Convenient to rail and steamship terminals. Close to leading hotels and theatres. Surface lines and busses pass the door.

The FIFTH AVENUE BUILDING

Broadway and Fifth Avenue,
at Madison Square, New York

"More than an office building"

List of Importers

Schenkers, Inc., 63 cases hollowglass, etc.
Globe Shipping Co., 54 cases glassware
McEwens-Halliburton Dry Goods Co., 6 cases crockery
Downing, T. D., & Co., 1 case crockery
Schenkers, Inc., 50 cases glassware, crockery
Goldman, H. A., 3 cases crockery
Morris, Mann & Reilly, 3 cases glassware, 1 case crockery, 5 cases toys
Bernard, J. E., & Co., 28 cases glassware, crockery, etc.

S. S. Carinthia from Liverpool, England

Heemsoth, Basse & Co., 1 cask earthenware
Meakin & Ridgeway, Inc., 31 packages china and earthenware
Maddock & Miller, Inc., 50 packages earthenware and china
Pitcairn, W. S., 25 packages earthenware and china
Davison, J., Inc., 5 packages china and earthenware
Wanamaker, J., 13 cases glassware, earthenware
Plummer, W. H., & Co., 2 hogsheads earthenware
Borgfeldt, G., & Co., 2 crates earthenware
Gerlach, F. C., F. C., 49 packages earthenware

S. S. Gripsholm from Gothenburg, Sweden

Venon, J. H., Inc., 157 cases glassware
American Express Co., Inc., 2 cases earthenware

S. S. Cedric from Liverpool, England

Mandell, H., 7 crates earthenware
Kupper, H. C., 8 cases earthenware
Bassett, G. F., & Co., 17 crates earthenware
Straus, N., & Sons, 11 crates earthenware
Tiffany & Co., 1 case glass, 2 cases china
Asche, C. H., & Co., 1 case wool and artificial silk, 1 case earthenware

S. S. Pennland from Antwerp, Belgium

Gunthel, A. B., 105 cases glassware
Bloch, L. D., 24 casks earthenware, 4 casks earthenware
Fondeville, A. J., & Co., 12 casks earthenware
Ovington Bros., 8 barrels earthenware, 5 cases earthenware
Stern Bros., 6 barrels earthenware
Rehberger & Saul, Inc., 3 cases toys, 13 cases crockery
Field, B. H., & Co., 16 cases crockery
Goetz, O., 189 cases crockery, 49 cases hollowglass
N. Y. Mdse. Co., 682 cases toys, crockery, etc.
Panama Pacific Line, 41 cases toys, crockery
Rosenthal China Corp., 48 cases crockery
Butler Bros., 113 cases crockery, etc.
Order, 4 cases crockery, 40 cases crockery

S. S. Cameronia from Glasgow, Scotland

Smith, J. D., & Co., 2 cases dry goods

S. S. Conte Biancamano from Naples, Italy

Southern Pacific Line, 9 cases toys, glassware
American Express Co., 25 cases glassware

Department store and specialty shop executives are often criticized because salesclerks are not familiar with what the store is featuring in its advertising.

Scott Crail, advertising and display manager of Mullen & Bluett's, Los Angeles, has worked out a plan to eliminate this form of inefficiency among salespersons in the local store.

The plan is simply this: Each Monday a digest of the week's advertising program will be printed on small sheets and given to employes for their salesbooks. Later on Mr. Crail will check the results of this arrangement.

Here's what the initial bulletin had to say in part about the plan:

"One big reason the Mullen & Bluett advertising has not been more successful is because we've all been kept more or less in the dark about it. Isn't that right? Well, the advertising department is going to advertise our advertising to every person in the store. It's worth trying anyway, don't you think? Just think what it would mean if every customer who comes in were told about the articles advertised that particular week. We all want to help make more business—well—here's our chance."

Study your successes to insure repetition. Study your faults to avoid repetition.



A Morecroft Product

Glass Lamps

IN A GREAT VARIETY
OF SHAPES, DESIGNS,
COLORS AND PRICES.

Early American

and tall slender graceful
lamps in light and polished
mitre cuttings in crystal and
colors are best sellers in
representative lamp depart-
ments at the present time.

F. L. MORECROFT

NOW SHOWING HIS COMPLETE LINE AT
HOTEL McALPIN, N. Y. CITY, ROOM 362;
DURING ENTIRE MONTH OF AUGUST.

IDEAL CUT GLASS CO.

F. L. Morecroft, President
Canastota, N. Y.

HERE IT IS!

We know you want our
individual, economical

Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria
service but perhaps you
did not know where to
buy them. We will fill
your orders direct, and
without delay.

We guarantee these
bowls as repre-
sented.



See Your Jobber or Write for Catalog

The Sanitary Sugar Bowl Co.

Manufacturers

7704 Tioga St.

Pittsburgh, U. S. A.



Fast Selling Vanity Set

THOUSANDS of dozens of these No.
1926 Vanity Sets were sold the first
month they were introduced. Don't fail to
include this item in your future orders.

Made of clear pot glass, fine polished, in
crystal for decorators and for the retail trade
in the popular colors, green, blue, amber and
amethyst.

Packs 6 dozen sets to the barrel
Shipping weight 160 lbs.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

Oberlies Importers, Inc.

Crockery

Household Utensils

and

Lion Steel Ware

Richard M. Schmidt, Representative

The Best Enameled Ware

The Ware That Wears

OPENED NEW HEADQUARTERS

10 EAST 15TH STREET

NEW YORK

Ready for Business

Ask for Catalog

Telephone Stuyvesant 10043

"Satisfied customers keep us busy"

The "HOSTESS"



H48

An unusually pleasing floral spray design worked out in an effective color combination of blue, yellow henna and black with a black border line and handle embellishment completing the harmony of the treatment.

SALES REPRESENTATIVES:
N. Y. Office—John L. Pasmantier & Sons, 5 W. 20th Street
Chicago Office—Gordon A. Weese, Room 348 Hotel Morrison
Eastern Representative—Herbert A. Wellington, Boston, Mass
Ohio and Michigan: J. E. Boring, Crooksville, Ohio

The **Crooksville China Co.**
CROOKSVILLE, OHIO

**American China
for
American Homes**

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere	fancy
Highland	plain
Pilgrim	octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio 19 Kilns	Scio, Ohio 9 Kilns
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HARUTA & Co.

IMPORTERS OF

JAPANESE GOODS

141-147 FIFTH AVENUE
NEW YORK



This is one of our popular Satsuma design tea sets with tea plate in china ware.
Large variety of latest designs at attractive prices.
Immediate delivery from New York stock.

New England Showroom:
C. W. Pingree, 99 Bedford St., Boston, Mass.



Pity the Poor Salesman!

Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rassled" any.

Let Rawsthorne photographs cut sample carrying to the minimum and save your salesmen's energy, time and disposition for the actual selling job.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY

HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.

"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**
made in America

Sells because its
erviceable,
ightly and
anitary.



THE BRUSH POTTERY CO.

ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."



HAND TO MOUTH BUYING

May be alright for domestic merchandise, but for our Imported Japanese Holiday Novelties you have to prepare now.

Most Popular Articles are going fast and cannot be replenished. Large varieties of Quaint and useful Novelties in Bronze, Art Pottery, China, Lacquered Woodenware, Artificial Flowers, Embroidered Screens, etc.

COME EARLY AND GET THE CREAM

Catalogue on request

MOGI, MOMONOI & CO., Inc.

IMPORTERS OF JAPANESE GOODS

105-107 East 16th St., New York

Chicago Office, 5 So. Wabash Ave.

*Universally
Known*

**NATIONAL
QUALITY
CHINA**

NATIONAL CHINA COMPANY
SABINEVILLE OHIO



REPRESENTATIVES
D. KING IRWIN
300 FIFTH AVE. - NEW YORK
E. J. NICKY
204 GRAND AVE. - MILWAUKEE
F. A. MINER
6 PROSPECT ST. - ROCHESTER N.Y.
E. E. WILGUS
ROCHESTER N.Y. - 27-31 SUMMER ST.
BOSTON, MASS.
EARL W. NEWTON
6 ASSOCIATES
410 WABASH AVE. - CHICAGO
WESTERN GLASS PRO. CO.
441 NEW MONTGOMERY ST.
SAN FRANCISCO, CAL.
WESTERN GLASS PRO. CO.
L. C. SHIFFT BLDG.
SEATTLE
WESTERN GLASS PRO. CO.
1216 FOURTH AVE.
LOS ANGELES, CAL.

"SHADED LIGHTS"

For Chandeliers and Brackets. New Shapes, Colors and Decorations. Now Ready. Write for Samples.

DELICA WHITE
BEST GLASS FOR LIGHT

K. G. I. *Aims to* SATISFY

Crystal, Colors
and Cased Glass
for Illuminating
Uses.

Novelties and
Specialties



Kopps Railroad
and Marine
Signal Glass
Special Glass
for Special
Purposes

KOPP GLASS, Inc.

Swissvale, Pa.

WANTED

Prices: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

COMMISSION MEN WANTED

WANTED commission men to sell as side line, light cut glass tableware in crystal and colors. Some good territory now open including New York City and Chicago, Illinois. Catalogue on request. The Marion Glass Manufacturing Company, Marion, Ohio.

REPRESENTATION WANTED

Important German porcelain factory turning out dinnerware, etc., offers the representation of their works to efficient salesmen in the East, Middle West, and the West. Address: Box 53, CROCKERY AND GLASS JOURNAL.

SALESMAN WANTED

ADDITIONAL salesman required familiar with selling imported Dinnerware and Fancy Goods. Ample territory for adequate return for right man. Write full particulars experience and qualifications to Geo. F. Bassett & Company, 72 Park Place, New York City.

POSITION WANTED

POSITION as traveling salesman; ten years' road experience with Fancy and Decorated Glass and China gold encrustation. Personal acquaintance of buyers covering all large cities West, South and Texas. Employed at present. Would like to make change November 1st. Address Box 574, CROCKERY AND GLASS JOURNAL.

Buyers in New York

SEPTEMBER 30, 1926

J. W. Waldorf, glassware, china, Hochschild, Kohn & Company, Baltimore, Md., 220 Fifth Ave. (F. Atkins).
L. R. Strong, lamp shades, hardware, Broadway Dept. Store, Los Angeles, Calif., 128 West 31st St.
Miss M. Friedman, toys, Hecht Co., Washington, D. C., 1150 Broadway (F. Lillenthal & Co.).
G. M. Eytinge, gift novelties, American Wholesale Corp., Baltimore, Md., 455 Seventh Ave., 17 floor.
Mr. Wheeler, housefurnishing goods, Gilchrist Co., Boston, Mass., 128 West 31st St.
R. E. Compagnon, shades, draperies and upholstery goods, D. M. Read Co., Bridgeport Conn., 315 Fourth Ave.
Miss Quackenbush, gifts, L. S. Ayres & Co., Indianapolis, Ind., 140 Broadway.
J. A. Davis, china, housefurnishing goods and toys, Hager & Co., Lancaster, Pa., 315 Fourth Ave.
D. R. Strong, lamp shades, Broadway Dept. Store, Los Angeles, Calif., 128 West 31st St., 6th floor.

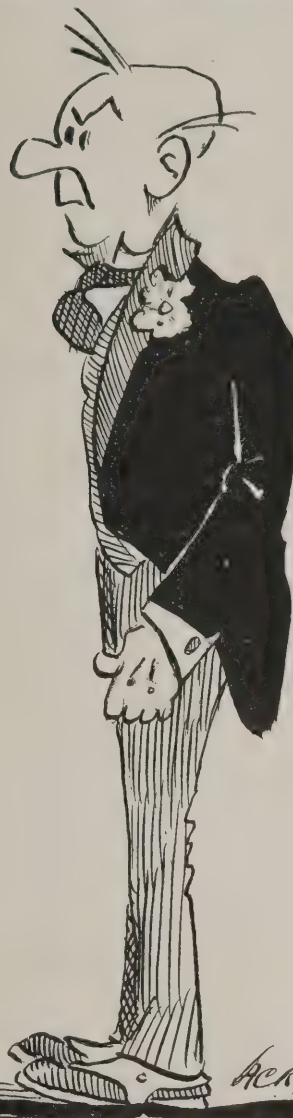
OCTOBER 1, 1926

W. Taylor, housefurnishing goods, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.
J. Ryan, novelties and gifts, The Fashion, Columbus, Ohio, 128 West 31st St., 7th floor.
Mr. Moreland, china and housefurnishing goods, Mendel & Hart, New Haven, Conn., 115 West 30th St., 11th floor.

OCTOBER 4, 1926

Mr. Dodge, home furnishings, Wm. Filene's Sons Co., Boston, Mass., 120 W. 32nd St. (A. Fantl).
W. Fergus, housefurnishings, Boston Store, Chicago, Ill., 44 E. 2nd St.
R. L. Mims, toys, gifts, Monnig D. G. Co., Fort Worth, Texas, 15 Madison Ave.
J. T. Martin, art gift novelties, Greensboro, N. C., Meyere Company, 105 Madison Ave. (Mdse. Reporting Co.).
E. F. Ochs, housefurnishings, silverware, china, Miller, Rhoads & Swartz, Inc., Norfolk, Va., 432 4th Ave. (D. G. Union).
J. W. Carriters, gift shop mdse., A. B. Frank Co., San Antonio, Texas.
Mr. Fergus, housefurnishing goods, Boston Store, Chicago, Ill., E. 23rd St.

PETER POTTER



Peter Potter says: 'They's a good many weddings pulled off during the month of October. Et's a dern good idea to play up weddin' present specials at this time of the year.'

OCTOBER 5, 1926

G. A. Lawlor, housefurnishings, Akron D. G. Co., Akron, Ohio, 115 W. 30th St. (B. F. Levis).
Mr. Goldsmith, housefurnishings, china, glassware, lamps, Brager's, Baltimore, Md., 115 West 30th St. (F. Levis).
G. H. Guest, housefurnishings, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.
K. D. Perry, housefurnishings, J. A. Kirven Co., Columbus, Georgia, Lathan Hotel.
Mrs. A. Pine, toys, housefurnishings, John R. Coppin Co., Covington, Ky., 128 West 31st St. (Weill & Hartmann).
T. F. Dixon, housefurnishings, Heyman Bros., Indiana, Pa., 1440 Broadway.
H. E. Kline, housefurnishing goods, china, lamps, toys, Watt & Shand, Lancaster, Pa., 432 Fourth Ave. (D. G. Union).
J. L. Lynch, housefurnishings, china, J. Bacon & Sons, Louisville, Ky., 23 East 26th St. (W. T. Knott).
Miss L. Mills, gifts, toys, novelties, Block & Kuhl Co., Peoria, Ill., 333 7th Ave. (J. M. Biggins, Inc.).
E. Rafferty, lamps, Denholm & McKay, Worcester, Mass., 240 Madison Ave.
Mrs. B. Wolff, glassware, Strouss-Hirshberg Co., Youngstown, 1150 Broadway (F. Lillenthal & Co.).

(Continued on page 42)

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

I. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mirrors of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.

Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china, dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.

Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Chas. J. Dela Croix Co., representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

DOMESTIC POTTERY

ART INDUSTRIES, INC., *225 Fifth Ave.*
Sole Manufacturers of "Lavinite" Art Ware, Table, and Boudoir Lamps, Novelties and \$1.00 Specials.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room. 206 Lexington Ave. Chicago Office and Sample Room. American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY

120 Fifth Avenue

Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

Glassware

Imperial Glass Company
Huntington Tumbler Co.
Bonita Art Glass Co.
T. B. Clark & Co.
S. K. Bitner & Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

DECORATORS

FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Fogel, Proprietor. Phone. Ashland 2355.

LOTUS GLASS CO., INC., *Fifth Avenue Building.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*

Representing Fenton Art Glass Co., Glassware, cut, colored and plain. Sterling Glass Co., *Fine Heavy Cut Glass.* Westmoreland Glass Co., *High Grade Table Glassware and Specialties.* Indiana Glass Co., *Pressed Table Glassware and Lamps.* West End Pottery Co., *Dinnerware and Specialties.* Co-Operative Flint Glass Co., *Table and Soda Fountain Glassware, Aquaria, etc.* Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*

Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co., Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*

Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co., Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*

Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*

McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*

Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*

Representing The Coshocton Glass Corp. The Belmont Tumbler Co. Sneath Glass Company Jackson Vitrified China Co. W. I. Tyer Pottery Company.

HENRY WITTE, *43 West 23rd St.*

Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

New York Buyers

(Continued from page 39)

C. W. Schwartz, toys, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.

R. Bayer, gifts, Burd & Rogers Co., Shamokin, Pa., 105 Grant.

C. A. Spiers, housefurnishing goods, Fair Store, Cincinnati, Ohio, 23 East 26th St.

H. G. Chamberlain, gift goods, S. F. Iszard Co., Elmira, N. Y., 315 Fourth Ave.

R. L. Wrims, gifts, notions, toys, Monnigs, Fort Worth, Texas.

J. T. Martin, art gifts and novelties, Meyers Co., Greensboro, N. C.

OCTOBER 6, 1926

J. L. Haines, china and housefurnishing goods, J. B. White Co., Augusta, Ga., 23 East 26th St.

G. W. Schuman, lamps, Penn Traffic Co., Johnstown, Pa., 333 Seventh Ave.

J. D. Donovan, glass, crockery, A. B. Sutherland, Lawrence, Mass., 432 Fourth Ave.

J. A. Haberbosch, lamps, May Company, Los Angeles, Calif., 1115 Broadway.

W. C. Tarck, housefurnishing goods, I. S. Ringwalt Co., Mount Vernon, Ohio, 116 West 32nd St., Room 1402.

K. D. Perry, housefurnishing goods, J. A. Kirven Co., Columbus, Ga., care of S. M. Goldberg.

W. A. Riordan, housefurnishing goods, Crowley-Milner Co., Detroit, Mich., 100 West 32nd St.

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47 East 17th Street

New York, N. Y.

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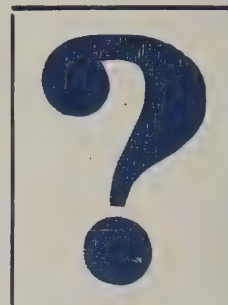


Vol. 103, No. 15

OCT. 14, 1926

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But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

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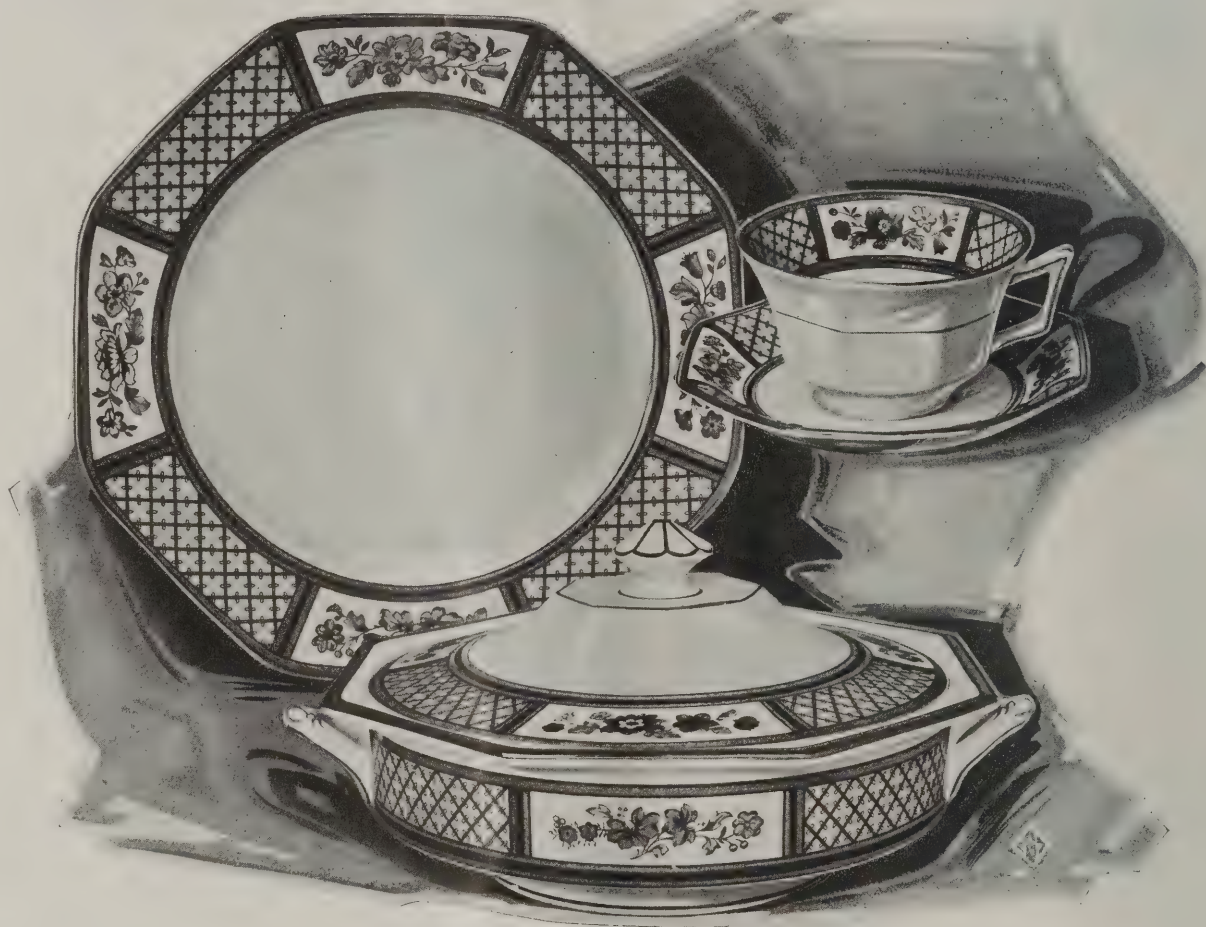
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Maddock's New Royal Ivory Body



Lowestoft Pattern—Pagoda Shape

Illustrating one of the striking decorative treatments we are stocking in New York on this exquisite new ivory body—regarded by the discriminating as a master piece of fine potting.

Several other recent additions to our stock patterns in the Royal Ivory Body are now on view, with more to follow.

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The broad, lustrous ivory band, finishing in a border of subdued mist blue edged with gold, gives this design a particularly delicate beauty.

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Canada	4.00
Other countries in postal union	5.50
Single copies10

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Vol. 103

October 14, 1926

No. 15

AS THE EDITOR SEES IT

Trade Associations Receive Due

E. W. McCullough, manager of the Department of Manufacture of the Chamber of Commerce of the United States, in an address in Baltimore, before the Rotary Club, recently declared that trade associations have performed a distinct service to American industry by helping to wipe out much of the bad feeling which formerly existed among competitors and by encouraging the adoption of a code of business ethics.

"In the old days before the advent of the trade association," he said, "individualism was strong in industry, and competitors rarely came together. Those were the days when the factory gates and doors were barred against everybody, and competitors in particular.

"What a change in the situation today, when manufacturers may come and go in their competitors' plants, and guides are provided to show the visitor everything he wants to see." This transformation, he declared, has been brought about by closer contact and a better understanding among competitors through association in their trade organizations.

Mr. McCullough defined a trade association, as follows:

"An association formed in a field of industry or commerce with a membership so representative that all problems pertaining to this field can be adequately presented for common consideration and solution, and with the purpose of developing this field so as to have the enterprise in it conducted with the greatest economy and efficiency. The title of trade association should be kept for use by those organizations which are sufficiently representative of an important branch of industry or commerce to speak for it with authority and which undertake to consider all questions of general application to the industry."

"Trade associations," he pointed out, "have changed

their objectives very materially since the war. Prior to that time many of them, aside from having definite undertakings which constituted real service to their members, were occupied very often in rendering so-called service to their members which in fact the members should have performed for themselves. Today the objectives of a well-organized and equipped trade association are in brief—service and the advancement of the industry, for in fact competition exists quite as strongly between trade associations representing specific lines as between the manufacturers who compose the organization.

As illustrative of this the associations representing paving brick, asphalt and cement are all striving to advance their particular lines in public favor inasmuch as all of this material is used to a very considerable extent in road building. In their efforts to reach their objective they engage in scientific research of both materials and the application of the product after completed; also uniform cost accounting to determine the dividing line between profit and loss; statistics to inform their members relative to production, shipments, sales, unfilled orders, etc.; employer-employee relations to improve labor or working conditions, and last but not least publicity or educational advertising to further the sale of the product.

"You will note by considering each of these activities that this service is not rendered to individuals or special groups but for the benefit of the entire industry, which emphasizes the importance and the power of such organization. There are, of course, many other activities which engage the attention of trade associations, among them arbitration, codes of ethics, collection bureaus, credit bureaus, foreign trade bureaus, freight bureaus, legal advice, market reports, patent service, raw material supplies, simplification of varieties, technical schools, trade promotion, etc."

CAUGHT IN THE NEWS NET

AMONG buyers in the market this week was Miss M. A. Mahar, china, glass, housefurnishings and toy buyer for the Hollowell & Wise Co., Penn Yan, N. Y., who was placing orders for her departments. While here her headquarters are at the Hotel Pennsylvania.

J. H. Venon, head of the importing firm of J. H. Venon, Inc., left last Sunday for a road trip that will keep him away until the end of November. Mr. Venon will go as far west as the coast and will also call on the Canadian trade while on his trip.

W. P. Graham and F. A. Schabmyr, of the firm of Graham & Zenger, anticipate spending the coming week end on a shooting trip. While away they expect to bag a few partridges as the result of their good marksmanship.

Wm. S. Pitcairn, head of Wm. S. Pitcairn, Inc., the well-known importing firm, left this week on a trip to the Pacific Coast. His trip is the result of invitations extended to him from many of the western firms that his company does business with and which Mr. Pitcairn has accepted. According to his plans he will be away until the end of this month.

W. F. Bruning, of Graham & Zenger, Inc., is now back on the job after having undergone the unpleasant experience of an operation on his nose. This was successful in every way and Mr. Bruning is now feeling better than ever.

Gilbert Pitcairn, of Wm. S. Pitcairn, Inc., returned home to headquarters last Monday. He has been away for the past five weeks on a road trip which took him through the middle west. While in Chicago, Mr. Pitcairn had the opportunity of attending the opening of the new Ovington store in that city.

A most attractive invitation in the form of a leaflet is being sent out to the trade by Lazarus & Rosenfeld, Inc., importers, announcing a large exhibition of their European importations. It is splendidly gotten up and well illustrated, showing many of the beautiful lines imported by this well-known concern.

Willard C. George, vice-president of the W. S. George Pottery Co., East Palestine, O., arrived in New York last Saturday. While here he consulted with his New York

representative, S. H. Slobodkin. Mr. George left Wednesday for Philadelphia from which city, after a short visit, he will proceed on home.

An Attractive Back Stamp

A peculiar thing, lay it to curiosity if you will, is the way a person when looking at a plate will turn it over to look at the trade mark on the back. However the average individual not familiar with the details of the china business fails to fully realize the importance attached to a clear and distinct back stamp or what it stands for. When a trade mark such as the Homestead, illustrated herewith, meets the eye it is bound to immediately create a good impression by reason of its attractiveness and character. This back stamp used by A. J. Fondeville & Co., is printed from a flat copper plate and not a rubber stamp which is more commonly used and is registered in the U. S. Patent office. It is symbolic of the high standard of their ware. The name "Homestead" and the attached cottage design worked out in the attractive manner in which it is immediately gives the thought to the average housewife of comfort and hominess. Appealing to the consumer in this way it is bound to be beneficial to the retailer in its reactionary sales effect.



Improvements Contemplated in the Japanese Pottery Industry

Consul H. T. Goodier, Nagoya, in Commerce Reports

It is reported that the department of commerce and industry, Tokyo, is trying to find some method of adapting the so-called "tunnel system" to pottery kilns for "soft" porcelains such as are produced largely in Japan. American-built kiln on that principal is said to be for harder potteries, and a Japanese modification is necessary. Such a kiln, it is estimated, would save 70 per cent of the fuel cost in the porcelain and earthenware industries, as well as make substantial economies in labor costs.

To work out the details and to install such kilns in the Nagoya district alone would cost approximately 100,000 yen annually for five years. The Government is said to be willing to subsidize manufacturers who help work out this change, until the project gets going properly. It is then hoped to save very considerable sums from the present national fuel bill for the industry.

Gimbel Bros. Soon to Pass Eighty-Fourth Year

With a store-wide event of month's duration, Gimbel Brothers, at Broadway, Thirty-second to Thirty-third Street, New York, this month will celebrate the eighty-fourth anniversary of their founding.

Thus passes another milestone in one of America's greatest mercantile organizations.

Adam Gimbel, who came to America from Bavaria, as a penniless lad of eighteen when he began his business career in New Orleans. He traveled from hamlet to hamlet along the Southern Mississippi Valley with a peddler's pack on his back selling cotton, shoe laces, ribbons, notions and buttons at farm houses along the way. He became a familiar figure along the route and in seven years had saved enough money to open a little store in Vincennes, Ind.

FIRST STORE PROSPERS

This first Gimbel store had the appearance of a trading post but it prospered and soon the former pack peddler had three stores prospering.

He established a reputation for good merchandise and highest integrity. The Rt. Rev. James Maurice LeLong, Bishop of the Diocese of Vincennes rode up one day and threw from his saddle a bag of coin. He said:

"I have not counted this but you count it and credit me with what you find it to be. Why should I bother to count money given to Adam Gimbel."

This first Adam Gimbel took for his motto, "We are not satisfied unless our customers are satisfied and this still obtains in the Gimbel service.

Of a family of ten sons and four daughters, seven sons were raised to manhood and became actively interested in their father's enterprises. The founder also adopted a boy from an orphanage, who eventually became a partner as did the seven sons.

Five sons and nine grandsons now are active in the Gimbel organization. Isaac Gimbel is president of Gimbel Brothers, Inc., the parent corporation, with Louis S. in the New York establishment; Ellis A., Charles and Daniel in the Philadelphia store.

The grandsons, Bernard F. and Frederick, sons of Isaac; Adam L., son of Charles; Ellis A., Jr., Lee Adam, son of Louis, and Louis, Jr., are in the New York organization; Richard, son of Ellis, and Benedict Irvin, in the Philadelphia store.

The Gimbels began their Eastern enterprises in 1894 with Philadelphia their first venture. Sixteen years later they invade New York and opened the present highly successful Broadway store.

Recently the Kaufmann and Baer Company of Pittsburgh, Pa., became affiliated with the Gimbel organization.

Gimbels operate their own branch buying organization in practically every principal market in Europe and Asia.

Department Store Sales Still Show Gain

Trade at retail stores in August showed the usual midsummer dullness, but sales continued as in earlier months of this year to be in larger volume than for the corresponding month of last year. Sales of department stores and mail-order houses were 6 per cent and 9 per cent larger, respectively, than in August a year ago, and sales were also larger for all reporting chain stores except music and candy chains.

Department store sales exceeded those in August, 1925, in all sections of the country except in the Minneapolis Federal Reserve District. The largest increases, amounting to more than 8 per cent, were in Boston, New York, Atlanta and Dallas Federal Reserve districts. These sales were larger than in August of last year for almost all lines of merchandise carried by department stores. Reports covering forty-five separate departments for stores in seven Federal Reserve districts indicate that sales were larger than last year in thirty-seven departments and smaller in eight departments. The most substantial increases were in departments selling domestic goods, leather goods, ready-to-wear, furs, underwear, men's and boys' shoes, books and stationery. Of the departments reporting decreases the largest declines were for those selling woollen dress goods, women's suits, and musical instruments and radios.

Stocks of merchandise held by department stores increased in August but the increase was less than that which usually occurs in this month, and at the

end of the month inventories were slightly smaller than at the end of August a year ago, both for the country as a whole and for most Federal Reserve districts. They were slightly larger, however, in the New York, Chicago, Richmond and Dallas districts. Reported figures for separate departments indicate that stocks were less than a year ago for twenty-nine departments and larger for sixteen departments. Reductions were largest for departments carrying woollen and cotton dress goods, women's coats, suits, skirts, waists and blouses and misses' ready-to-wear, and increases were largest for departments carrying leather goods, negligees, aprons and house dresses, shoes, furniture and house furnishings.

With sales of department stores larger than a year ago, and stocks smaller, the rate at which stocks were turned over was faster than in August, 1925. For the eight months ending with August stocks were turned over 2.15 times, as compared with 2.10 times in 1925.

Football Schedules Inclosed With Bills

When Silverwood's sent out their monthly statement prior to the opening of the football season, they inclosed with each a little card showing the football schedule of the University of Southern California.

The schedule listed not only the games and their dates, but furnished information also as to the dates on which tickets could be secured, the prices settled upon and the places at which they can be bought.



WHAT THE POTTERIES ARE DOING



W. S. George to Begin Manufacture of Ivory Body Says Report

IT IS currently reported that the W. S. George Pottery Co., East Palestine, O., will begin the manufacture of an ivory body at an early date, and that this class of merchandise will be ready for shipment on or about Jan. 1st next.

According to the information at hand now, this firm will convert their No. 4 plant, or the new pottery at East Palestine the firm recently placed in operation, into the production of ivory body dinnerware. It is probable the company will feature their Deerwood No. 6 shape in this body. At this time the No. 4 plant is in the production of a white body.

Until this time the W. S. George Co. has refrained from entering into the ivory body business, but as the trade continues to be a rather active purchaser of this class of goods, the George interests propose to accommodate their trade in this respect. The shape that will be featured in the ivory body is a plain once, and it will be shown in a limited number of decorations.

Edward Fitzgerald to Start on Own

Edward J. Fitzgerald, for the last 34 years identified with the factory management of the Standard Pottery Co., has resigned from that organization, and will enter business on his own behalf about the first of the year. Mr. Fitzgerald has been in charge of the warehouse and decorating department of the Standard for many years, but before taking charge of these departments he was active in other departments of the plant.

It is his intent to operate as a broker under the name of the Star Pottery Co., and will ship from his own warehouse which will be stocked with both plain white and decorated goods.

Chelsea China Co. Begins Operations

Preliminary operations have begun at the plant of the Chelsea China Co., New Cumberland, W. Va., which property was recently purchased at receivers sale by Kress and Daniel Cronin of the Standard Pottery Co., East Liverpool. First work being done is the starting of the sagger department, and within a short time the clay department will be started. The plant will be under the management of Kress Cronin. A new corporation is to be formed, and the property operated under a new name which has not been announced. It is not likely shipping will be done for probably six weeks more.

Albert Corns to Continue Business

The dissolution of the co-partnership operating as the McNicol-Corns Co., a generalware pottery at Wellsville, O., wherein D. E. McNicol, of the D. E. McNicol Pottery Co., of this city has withdrawn from the business, Albert W. Corns who has been associated with Mr. McNicol in the operation of this plant will continue the business.

When this plant was first started, it was under the name of the Smith-McNicol Co., and at the time when William L. Smith, Sr., now the head of the Taylor, Smith & Taylor Co., was associated with Mr. McNicol in the pottery business here. Mr. Smith in later years withdrew from the Wellsville plant, and Mr. Corns and Mr. McNicol continued the business. In this withdrawal from the Wellsville plant, Mr. McNicol gives further attention to his pottery interests in this city and also at Clarksburg, W. Va., where at the latter plant a general line of vitrified hotel and restaurant china is being manufactured.

The McNicol plant here will continue to feature its former semi-porcelain dinnerware lines, in addition to the special features formerly made at Clarksburg before that plant was converted into a china plant.

Clarence Levy of New York City, who spent the latter part of last week in the local market has returned to the east.

Following a business trip to New York City and other eastern cities, J. W. Irwin, of the Edwin M. Knowlton China Co., has returned to the home office.

Shenango Pottery Has Big Order

Announcement has been made of the receipt by the Shenango Pottery Co., at New Castle, Pa., of a rather large order for ware from Federal Government sources. The specification is said to be one of the largest of the kind placed with this plant during the current season.

Potteries to Exhibit at Chicago Show

Although no definite announcement has been made by any local manufacturers, it is possible, however, that several specialty lines produced in the East Liverpool district will be exhibited at Chicago, Ill., next January during the annual China, Glass and Gift show, which has been set for Jan. 24th-29th. Officers and committees of this Association are now active in soliciting exhibits, and it may follow that some of the lines will be transferred from the annual Pittsburgh exposition to the Chicago show.

William Bateman Leaves \$1,500,000 to Family

Following the probating of the will of the late William A. Bateman, deceased, for years one of the more active in the pottery industry at Zanesville, O., it was announced that the entire estate, valued at approximately \$1,500,000, had been left in trust for the widow and five children.

American China Co. Capital Stock \$2,500,000

The American China Co., with offices at 2304 East 52d street, Los Angeles, Calif., has announced that the capital stock of the new company will be capitalized at about \$2,500,000 and that of this amount probably \$700,000 will be used in the construction of a new plant at Chino, Calif. A bond issue is now being arranged to finance this proposition. The first of the several units proposed to be built will be three stories in height and cover a site about 1,800 feet in length. Vitrified hotel china specialties will be produced by this firm at the beginning, although it is proposed to add other lines later. Plans for the initial unit are now being drawn.

Brazil, Ind., to Have New Pottery

R. L. Sodaker has laid the foundation for the formation of a new company at Brazil, Ind., to enter the generalware pottery business. Mr. Sodaker has recently completed a trip through the eastern Ohio and West Virginia pottery districts, visiting different dinnerware plants and obtaining information concerning the modern equipment now in general use.

Generalware Plants Production Better

Better production schedules were maintained in all generalware plants in this district during the last week, and as a result more kilns were fired than the record for the previous week. This increased activity in this district is seasonable, and reveals the fact that late fall and holiday shipments are increasing.

Retail distributors are taking a larger volume of open stock patterns, thereby protecting local stocks for the anticipated fall and holiday trade. Dinner sets continue to be in very good movement, but the demand for this class of merchandise is leaning toward the shorter compositions.

Lunch sets and bridge sets have been in very good demand for the fall trade, and the plants making a special feature of this item report good business on the entire line. These sets are to be had in assorted decorations, and the general rule has been that buyers have been taking variety of patterns.

Salads have also been moving in a nominal manner. As a rule this item is being sold in assorted treatments, with a particular number of dozens to the package. Several firms that have featured this item this season say volume business is better than it was for the corresponding season last year.

(Continued on page 31)



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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Distributors Urge Factories to Ship Goods Ordered Early

AN INTERESTING feature noted in the flint glass industry during the last week was the steady flow of requests from distributors to factories urging the early shipment of goods now on order. For several weeks the flint glass manufacturers have been in almost daily receipt of such requests, but last week these letters and wires were more pronounced than before.

Although orders have been going through the factory in the order in which they were received at the office; those buyers who delayed in anticipating requirements are the ones who are today asking for quick shipments. Many retail buyers have already received their late fall and holiday glassware, and in some instances these goods have been placed on sale.

During the last week, the receipt of mail orders showed an increase. While some buyers continue to be conservative in writing specifications, yet there are others who have placed much volume business.

Colored glassware lines are in exceptionally heavy request, although sales of blown and stemware are quite equal to the records for the corresponding season last year. In the colored glass line many retail buyers have bought generously of all items.

Staples are in the usual demand for this season of the year and some distributors of this line have been very active in the market during the last few weeks.

Lighting goods are in much better request. Portables are selling well, while floor and bridge lamps are also in steady movement.

L. C. Ward and his associates at Niagara Falls, Ont., Canada, have formed the Cosmos Art Glass Co., with a capital stock of \$200,000. It is reported here the new concern will deal in art glass.

J. N. Adam Co. to Erect Big Store

At a cost of probably \$4,000,000 the J. N. Adam Co., Buffalo, N. Y., will erect a new nine-story department store building, glass salesmen traveling New York State have advised home offices. However, this new building program will not be undertaken until 1930 on account of leases on some property to be occupied by the new building not expiring until that time. This company, however, is now spending \$50,000 in store and department improvements and extensions; these to be finished before the rush of the holiday trade.

Store Manager's Convention February 7-11

Plans for the semi-annual convention of the Store Managers' Division of the National Retail Dry Goods Association, which will be held here next Feb. 7-11 are now being worked out by a committee which is headed by O. M. Kaufmann of the Kaufmann Department Store Inc., of this city. In this work he is being assisted by Sheridan Gorton of the R. H. Macy Store of New York City. The annual convention of this group is also to be held here next May 10-13.

With a capital stock of \$75,000, the West Virginia Glass Co., has been formed at St. Marys, W. Va., south of Wheeling. Those interested financially in the new company are C. O. Kerns and J. N. Coltrane. The company will manufacture a line of glass specialties according to information received in this district.

Tygart Valley Glass Co. to Rebuild

Although officials of the Tygart Valley Glass Co., have announced that the factory which was destroyed by fire will not be rebuilt at Grafton, W. Va., another location is being sought. It is also proposed by the company to erect a larger and more modern plant than formerly operated.

Maryland Shipping Despite Fire

Deliveries are continuing on usual schedules at the plant of the Maryland Glass Works Co., Cumberland Md., which factory was slightly damaged by fire during September. Although the damage to the factory has been estimated at about \$10,000, the damage was confined to one part of the factory only. Only slight delay was caused at the time of the fire in production and shipping, but this lost time has been regained.

Syndicate Over Buying on Wane

According to the opinion of several glass jobbing interests, syndicate buying on the part of large and small retail merchants has slightly injured the wholesale and jobbing trade to some extent, but there are indications that over buying in this manner is on the wane.

As the representative of one jobbing interest put it: "There appears to be a disposition among some of the smaller concerns to get away from the so-called special sales, and it is my conviction that this is going to result in good for the trade at large. Retail dealers who have been interested in syndicate buying have at times found

themselves overbought, and on some classes of merchandise that cannot be quickly disposed of. It is my opinion that hereafter conservative and more frequent buying will be indulged in by all of the smaller retailers who feature china and glass departments."

Corning Men Interested in Blue Ridge Co.

Through the purchase by the new Blue Ridge Glass Corp., of the Kingsport, Tenn., plant of the Corning Glass Works, Corning, N. Y., a number of stockholders in the latter concern are identified with the new corporation, which was formed December last. It is reported here that European and Belgium glass interests are identified with the new corporation. Alexander D. Falck, president of the Corning Glass Works, will occupy a like office with the new corporation, and William H. Curtiss of the Corning company will be secretary of the Tennessee corporation. Following the completion of a number of improvements and additions the Kingsport plant will be placed in active operation.

Louie Glass Co. Issues Call for Worker

The management of the Louie Glass Co., Weston, W. Va., a few days ago issued a notice for additional workers to report for duty at this new factory. Manufacturing of glass has begun at this ne plant, and it is very probable that the full line of this new interest will be

displayed at the annual glass exposition scheduled to be held at the Ft. Pitt Hotel next January.

Operations have been resumed at the plant of the Marienville Glass Co., Marienville, Pa., following the completion of a number of improvements at this factory. This interest is now producing a full line of containers, and is interested in private mold work.

Colored Glassware 1927 Leader

With a number of glass manufacturers planning to bring out new tones in colored glassware for 1927 delivery, it is taken to mean that colored glassware will continue to be a leader in the trade during the forthcoming season. Years ago when the iridescent line of specialties was placed on the market, little thought was given at the time about solid colors. But today the situation has changed, and the demand for colored ware is exceptionally active, and gives every promise of continuing.

For several years colored ware has been steadily increasing in demand, and with new colors and tones added as has been proposed, the popularity of the line is bound to increase.

Chicago Store Breaks Sales Record

According to word received here from Chicago, Ill., agents of local glass factories, gross sales for the first
(Continued on page 31)



Illustrating our 1805, 6 7/8 , also 14" Mould Cracked Plate made in Crystal, Green or Amber. A big seller.

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

- | | |
|---------------------------|---------------------|
| NEW YORK | PHILADELPHIA |
| H. C. Gray Co., | Fred Stott, |
| 200 Fifth Avenue | 1007 Filbert Street |
| BOSTON | SAN FRANCISCO |
| H. P. & H. F. Hunt, | Himmelstern Bros., |
| 41 Pearl Street | 718 Mission Street |
| Traveling Representatives | LOS ANGELES |
| R. B. Reineck, | Himmelstern Bros., |
| 1422 E. Marquette Road | 643 S. Olive St. |
| CHICAGO | SEATTLE, WASH. |
| R. A. Keel, | Himmelstern Bros., |
| 4439 Greenview Avenue | Terminal Sales Bldg |
| CHICAGO | |



One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

Representatives

- | | | |
|-------------------|-----------------|------------------------|
| New York | Boston | Chicago |
| Paul Joseph, | Murt Wallace, | F. T. Renshaw |
| 200 Fifth Avenue | 157 Summer St. | 30 E. Randolph St. |
| Philadelphia | San Francisco | Baltimore |
| Joseph Tomkinson, | Marsh & Kidd, | Harry T. Thomas & Co., |
| 1104 Arch St. | 617 Mission St. | 29 S. Hanover St. |

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.

THE SANTA CLAUS LAMP

*highly decorated — carries
Christmas Cheer into Store and Home*



No. 7562
Complete with socket,
cord and plug. Packed
in individual cartons—
six of these to a large
shipping container.

Like a ray of sunshine through a rift in the clouds, this lamp will bring joy to the beholder. Its uses are many. It will augment retail store displays in show windows and interiors. From the retail trade there will be immediate response, as it is a novel home decorative number for the holiday season—under the Christmas tree or speaking its message of good will from hall or console table. Priced to retail at about \$2.50.

UNITED STATES GLASS COMPANY
PITTSBURGH, PA.

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

F. WINKLE & CO., Ltd.

Earthenware

ADDERLEY'S, Ltd.

China and Earthenware

W. MOORCROFT, Ltd.

Art Pottery

STEVENS & WILLIAMS, Ltd.

Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

What's New in New York Showrooms

Rosenthal and Louis Wolf Showing New
Patterns—Kindt Has Large Assortment

New Patterns on Ivory China Create Interest

No line on the market has attracted more attention this season than that of the Rosenthal ivory china now on exhibit in a most fascinating array of charming new decorative effects at the salesrooms of the Rosenthal China Corp., 149-151 Fifth Ave. In perfecting the rich solid ivory body the Rosenthal factory have made a noteworthy



New Rosenthal Glassware Stock
Pattern

addition to china production giving the trade something that is at once extremely artistic in both body and decorations and practical, for being fired at high temperature it produces a hard glaze that gives it a durability that is a constant source of satisfaction to the user. In decorative treatments they have conceived various clever arrangements of patterns and colors that are destined to be a revelation. These are all shown on the lovely Corona shape that lends itself ideally to the most artistic decorative creations. An exceedingly colorful design is the Vienna, a Dresden floral conception so cleverly done that it would require an expert to detect it from a hand painted pattern. This has a large floral cluster in the center with a continuous floral border. Flat gold fancy scroll work and festoons are also employed in connection with the design giving it an added richness. The Daphne is another design that is deserving the popularity it is already enjoying. This is an odd floral and fruit arrangement worked out in rich brilliant coloring. This is only scratching the surface in an effort to describe the beauty and diversity of the new patterns for there are many of them all displaying the deft touch of a real artist. Eight of the new patterns are being carried in stock in New York.

Advance 1927 Sample Line Now on View at Louis Wolf & Co.

An excellent showing of their new 1927 sample line is now to be seen at the show rooms of the importing house of Louis Wolf & Co., 215 Fourth Ave., which firm has devoted a large portion of their third floor to the display. Over a hundred patterns in Czecho Slovakian dinner sets in a variety of shapes are being shown which

are a treat to look over. The decorations of these consist of a variety of floral treatments with gold line edges and half matt gold knobs and handles in a wide range of pretty colors which are quite artistic. These are being offered in fifty and hundred piece sets at prices which will at once appeal to retailers. This firm has just announced the sole selling agency for the United States and Canada of a splendid line of English cube teapots, a large sample assortment of which they are now showing. Once seen these are bound to become ready sellers for it would be hard to find a more snappy and attractive line of this kind of ware. Due to the fact that they are cubic in their shape and have no projecting spout or handles there is very small chance of breakage. Another feature is their lids, which on account of two safety flanges cannot fall off no matter how far the pot is tipped over. Rich browns, green, heilo, red and yellow are just a few of the assorted colors these may be had in. Then there is to be seen a large line of low priced salad sets, jugs, etc., in lustres and pretty flower decorations, while looking still further is found a large assortment of novelty glass wine and liquor sets. These are shown in barrels, dice boxes, windmills, etc. One item worthy of special mention is a night cap set made up in the form of a candlestick and holder with six glasses. The candle itself is made up in a natural wax color with a small fancy decoration around the top. Rich reds, blues and oranges are a few of the colors these are shown in which still others are in crystal. These are all importations from their Czecho Slovakian factories. Still further in glassware the Wolf Company have some beautiful cased glass vases in excellent colors and in a large assortment of shapes and sizes, while displayed on an adjoining table is a showing of beautiful jet black glass vases with inlaid silver bird designs and a gold or silver band around their top edge. Last but by no means least is to be mentioned a brand new line of glass baskets made up into lamps. These come wired and ready for immediate use and are designed to represent baskets filled with flowers and fruits. They are shown in a wide range of colors.

Geo. C. Kindt Co. Have Many Attractive Offerings

Among the new things to be seen at the showrooms of the Geo. C. Kindt Co., 19-21 West 24th St., is a large assortment of popular priced numbers that should be very interesting to buyers. The items consist of comb, brush and mirror sets, perfume trays, perfume bottles, atomizers, etc. Particularly attractive in the display is an offering of picture frames. These, in a taking jewel decoration, are to be had in all sizes. The jewels which are accurate copies of various Oriental precious stones add materially to the beauty of the line. Besides picture frames the exhibiting includes a complete line in jewel goods.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Wholesale Dinnerware, Glassware and Pottery Show Increase in Windy City

WHOLESALE sales of dinnerware, glassware and all forms of pottery have been on a better scale during the past week according to the local factory representatives. Some of those in a position to know report that the purchases by the larger department stores in Chicago and the surrounding territory are far ahead of last year for the corresponding period in October. The tendency in buying leans toward the higher priced merchandise and the items for art and gift purposes. This is merely a forerunner of a big holiday merchandise demand which is developing rapidly in this section. Dinnerware sales continue to improve with an increased noted in sales each week since the first of September.

Retailers in Chicago are now carrying on some unusual sales, apparently clearing up their stocks in anticipation of fresh merchandise which will soon be arriving in large

quantity for the Holiday season. While the sales have embraced all departments the pottery and glassware departments are offering some of the most striking bargains of the season.

The Fair, one of Chicago's leading popular-priced department stores is continuing its 51st Anniversary sale this week. Featured at that store is a 100-piece dinner set of American Porcelain of finest quality, formerly selling up to \$40, service for 12 people, at \$22.50. Iridescent stemware of the Minton pattern is selling at 19 cents each while coin gold imported service plates are featured at \$3.98 each. The "Good Housekeeping Shops" of the store are offering a great assemblage of bargains in kitchen utensils and home equipment.

Burely & Co., Chicago exclusive china and glassware house, is featuring Gifts strongly, calling the attention of the public to the fact that Burely & Co. have been selling Gifts in Chicago for a long time, with their slogan, "88 years of fine gifts."

The Boston Store made a special this week of Bowl Sets of six pieces. These are octagon in shape and imported. They come in the deep cream color with delft blue decorations of dutch scenes. The sets are offered at \$1.09 and serve as a drawing card to bring customers into their china and glassware department. Imported ship models at \$14.95 and imported dinner sets of 100 pieces for \$24.95 are among the bargains shown by the store this week.

The Tobey Furniture Co.'s new store at Michigan Ave. and Lake Street, is now open. The new store affords much finer display space than the company had in its former location and with the new warehouses and shops of the company they are far better equipped to handle a larger volume of business and do it more efficiently. The Tobey company opens its new store with an entirely new stock of furniture and art goods, only one lot of merchandise having been moved into the new store and that is grouped for immediate selling this week.

D. Saunders & Co., manufacturers representatives, 17 N. Wabash Ave., are displaying some new and interesting items from the Cataract Sharp Mfg. Co. Included in this new assortment is light cut console sets in amber, light green and peach colors. These are all of harmonious shape and delicately colored making most attractive merchandise for popular trade.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware,
Pressed and Blown
Etchings, Cuttings
and Iridescent.

Harry G. Dalzell
Phone
Central 3497

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THESEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative

666 Lake Shore Drive
FURNITURE MART

Phone: Superior 4100 Room 980

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Reports from headquarters of the China, Glass and Gift Association indicate that manufacturers of the lines covered are now aware of the importance of this merchandising event and that their room reservations for display purposes during the exhibit to be held at the Sherman Hotel the 24th to 29th of January, are coming in rapidly. Ralph Kraetsch, of W. C. Owen, Inc., chairman of the publicity committee, already has the campaign under way which is intended to inform the buyers of the character of the coming event as well as the dates. A large attendance is anticipated based upon the number of buyers who were on hand for the event last February.

Immediately following the China, Glass & Gift Exhibit at the Sherman Hotel, the Annual Housefurnishings Exhibit will be held at the same hotel from Jan. 31 to Feb. 5, the character of merchandise to be displayed in this event will naturally differ from the first exhibit in that it will lean more to the kitchen and household equipment, rather than to the artistic and gift lines. Some exhibitors, however, will be in a position to sell both the china, glassware and gift buyers as well as the housefurnishings buyers and these manufacturers will doubtless arrange to exhibit during both events and meet both sets of buyers who will visit Chicago during that two week period.

Joseph P. Dixon, formerly in an executive position at Montgomery Ward & Co., died last week at Midland, Mich. He was 43 years old and well known in the local merchandising field.

The Broadway 5c to \$1 store has been incorporated. Offices and store are located at 1110 Broadway, Rockford, Ill., and capital stock of the company is \$10,000.

Says Australia Will Soon Supply Own Glass

With the exception of bottles most of the glassware used in Australia is imported. For many years past plants in which bottles were blown by hand and machine method have been operated successfully. During the last year, however, the glass industry of Australia began spreading out until now not alone bottles, but flint glassware is produced and it will not be long until window glass is manufactured in that growing country.

The New York "Times," in a recent issue, published an article on the glass industry of Australia, from which the following was extracted:

Manufacture of the finest grades of table and ornamental glassware is being established on an extensive scale in Australia, and within a very short time it is expected the homes of the Commonwealth will no longer be dependent upon foreign importations for any product of this type. Within the last two years more than \$1,000,000 has been spent on the organization of modern factories designed especially for the production of crystal and cut crystal wares, opal, and fancy illuminating glassware, as well as the less expensive pressed tableware. This activity is quite apart from the sheet-glass factories in course of construction, which are also expected to be in operation during the present year. High-grade crystal glassware, both pressed and blown, is already being produced and marketed in large quantities at the Alexandria, Waterloo, and Balmain factories in New South Wales, and at the North Melbourne factory in Victoria.

Statistics indicate that there is an excellent domestic market for this commodity, and that expansion of the industry is consequently assured. The total glass imports into Australia for the year ending June, 1923, amounted to \$6,621,685. In the following year this rose to \$7,600,305. Of this latter figure, \$1,636,730 represents the sum spent on domestic table and orna-

(Continued on page 21)

DID YOU EVER STROLL UP FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Australian Glass

(Continued from page 19)

mental glassware, and \$2,375,000 for lamps and lampware. To these figures should be added local production of over \$5,000,000 for bottles, and over \$750,000 for locally made tableware and lampware combined. It is pointed out that the figures for imports are not wholly indicative of the amounts brought in, due to the depreciated currency which existed at the time in such countries as Belgium, Czechoslovakia and Germany, from which they came.

The problems confronting Australia in the establishment of her industrial life are to a great extent analogous to those which the United States had to face in its youth, a century or more ago, namely, that it must compete with the output of older and larger countries whose economic life is already well established, and highly and efficiently organized. Aside from the greater experience enjoyed by the older nations, another important factor enters into the problem for Australia; the high standard of living prevalent there as compared with the former. As labor costs form an exceedingly large proportion of production costs, the low wages paid in such countries as Belgium and Czechoslovakia, in comparison with those of Australian workmen, present a serious consideration in the economic development of the nation. Due to the two reasons mentioned, the low rate of exchange and low labor costs, the Continental producers enjoy an enormous advantage over Australian manufacturers in respect to internal productions.

A comparison of wages merely emphasizes the marked difference in production costs against which Commonwealth manufacturers must compete. In two similar plants it is found that where three women at 25 cents a day are employed in Belgium three men are engaged in Australia at \$3.75 per day; women are employed in the packing room, receiving about 30 cents a day for 4,000 pieces, whereas men are engaged in Australia who receive \$3.75 for an eight-hour day, irrespective of the amount done; shift foremen receive \$1.25 in the former country and \$5 in the latter. The list could be extended all the way down the line. In consequence of these and other differences the Australian factory price of jugs is \$18 per gross, the Belgian only \$3.75.

American glassmakers enjoy many advantages over those in Australia, according to W. J. Smith, managing director of the leading industry in the Commonwealth, the Australian Glass Manufacturers Company, Ltd. The most important, he declared, is the efficient assistance of their Foreign Commerce Department, which is constantly engaged in providing useful statistical information, advising the Government respecting tariff, freights, etc., and arranging special commissions of inquiry into costs, both local and foreign, and keeping alive to the possibilities of outside markets as an outlet for the surplus production of American factories.

American glassware experts constituted a menace to the immediate success of the Australian glass manufacturer, who has but a relatively small population, and is faced with high wages, fuel, raw material and distribution costs, as well as a young industrial experience and international trade diplomacy, Mr. Smith says.

Despite the many obstacles enumerated, Mr. Smith stated that his section of the glass-manufacturing industry in Australia has retained the confidence of the shareholders contributing to its growth. In February, 1925, only \$150,000 was invested and but one factory operating under his management, employing about 150 hands on a weekly wage bill of approximately \$2,500. The company is now capitalized at \$1,000,000, has plant and machinery to the extent of \$750,000 actually in use, and operates three factories in New South Wales and one in Victoria.

It is well recognized among Australians that temporary higher costs in production are unavoidable during the early stages of any industry, Mr. Smith stated. For that reason, while the price of domestic glassware cannot compete with that of the European product at present, it will be able, with the aid of the Government, to do so in the years to come.

Pottery Selling Prices in England

Vice Consul George L. Fleming, Stoke-on-Trent in Commerce Reports

Owing to the high cost of fuel as a result of the mining disputes, production in the British pottery industry has been carried on at a heavy loss, and as an indefinite period of high coal prices is inevitable, pottery manufacturers have been compelled to advance selling prices on certain classes of wares as from August 23, 1926.

The advances are 10 per cent on all Longton china, 10 per cent on all jet and rockingham wares, 10 per cent on the cheaper lines of general earthenware for the home market only, and approximately 10 per cent on a few of the cheaper lines of sanitary ware for the home market only.

These advances have been made reluctantly, after careful consideration by each section of the industry of its individual circumstances, and have been confined as far as possible to those articles bearing the greatest proportion of fuel cost. Throughout the period of the coal dispute manufacturers have maintained at least a limited production in order to employ as many hands as possible and to supply customers as far as circumstances would allow. They have obtained fuel with difficulty and have incurred serious risks of loss of valuable wares through the inferiority of such fuel as has been available.

There are no profits in empty shelves.

An inventory is a diagnosis of business health.



The Carrollton Pottery Co.
INCORPORATED 1903
 MANUFACTURERS OF HIGH GRADE DINNER WARE
 CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"
 SEMI-SQUARE — PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR <small>East</small>	CHAS. A. WEIDEMANN <small>West</small>
ROY E. HENDERSON <small>President</small>	

**American China
for
American Homes**

Albright China
 for the Jobber and Syndicate Buyer

Three Shapes

Glendere	fancy
Highland	plain
Pilgrim	octagon

Send for Catalog and Illustrations

Albright China Co.
 Main Office
 Carrollton, Ohio

<small>Factories</small> Carrollton, Ohio 14 Kilns	Scio, Ohio 9 Kilns	
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Spode

"Wildflower Patterns"



ILLUSTRATING a very outstanding old Spode design. This is termed a Spode all over chintz effect, the chintz ground being printed in Spode blue and the bold floral groups are painted richly under the glaze in red, purple, orange and green. These varied colors permit the pattern to fit in any interior color scheme.

Stock Carried in New York
Send for Samples and Prices

Copeland & Thompson
 Incorporated
 206 Fifth Avenue
 New York

New York Imports

October 7

S. S. Hamburg from Hamburg, Germany

Woolworth, F. W. Co., 8 cases glassware
 Friedlaender, O. O. & Co., 17 cases glassware, 1 case crockery
 Todd, T. S. & Co., 3 cases earthenware
 Fenton, A. W., Co., 1 case glassware, 4 cases hollow glass,
 4 cases crockery

Batlin, L., 3 cases hollow glass

Noe, W. R. & Sons, 54 cases earthenware

American Shipping Co., 67 cases earthenware

Bing, F. & Co., 3 cases glassware

Hussa & Co., 4 cases hollow glass

Gimbel Bros., 2 cases glassware

Tradesmen National Bank, 25 cases crockery

Bengol Trading Co., 8 cases glassware

Bank of United States, 103 cases glassware, crockery, etc.

Berner, A. V. Co., 2 cases crockery

Inwald, J. Glass Co., 2 cases hollow glass

Koscherak Bros., 37 cases crockery

Inwald, J. Glass Co., 6 cases glassware

Macy, R. H. & Co., 53 cases glassware, earthenware, etc.

Borgfeldt, G. & Co., 22 cases toys, crockery, etc.

Owen Walsh Mfg. Co., 2 cases glass, 1 case crockery

Guthman-Salomon & Co., Inc., 7 cases crockery

Straub, P. A. & Co., 46 cases hollow glass

Weiss & Biheller, Inc., 19 cases glassware

National Modern Braid Co., 5 cases crockery, glassware

Stern, S., 6 cases glassware

Wolf, L. & Co., 11 cases crockery, toys

Koscherak Bros., 6 cases crockery

Herbert & Neuwirth Co., 10 cases earthenware, 6 cases glassware

Straus, N. & Sons, Inc., 138 cases crockery, earthenware, etc.

Schenkers, Inc., 80 cases glassware, crockery

Gallagher & Ascher, 2 cases crockery

Hirschberg & Schut Co., 8 cases glassware

Levy, J. W. Corp., 6 cases glassware

Andrews, D. C. & Co., 6 cases earthenware, 5 cases crockery

Wolf, L. & Co., 30 cases toys, earthenware, etc.

Wanamaker, J., 93 cases toys, crockery, etc.

Bernard, J. E. & Co., 285 cases glassware, crockery

Globe Shipping, 525 cases toys, crockery

S. S. Republic from Bremen, Germany

Colonial Bead Co., Inc., 1 case chinaware

Wolff, H. & Co., 9 cases crockery

Downing, R. F. & Co., 2 cases hollow glass

Pitt & Scott, 1 case earthenware

S. S. Hellig Olav from Copenhagen, Denmark

Marshall & Berger, 1 case crockery

Cofod, A. J. & Co., 6 cases china, 6 cases pottery.

October 6

S. S. Bellepline from Rotterdam, Holland

Borgfeldt, G. & Co., 15 cases crockery

Borgfeldt, G. & Co., 7 cases crockery

Bloch, L. D. & Co., 152 cases china and earthenware.

S. S. President Hayes from Genoa, Italy

Kay & Ellinger, Inc., 2 cases crockery, 1 case crockery

From Shanghai in transit, via New York

Quong Hing Lung, 43 cases chinaware, 42 cases soy

October 9

S. S. McKeesport from Havre, France

N. Y. Merchandise Co., 5 cases toys, 24 cases glassware

S. S. Berengaria from Southampton, England.

Davies-Turner & Co., 1 case earthenware

Dunhill, A., 1 case china and glass

October 11

S. S. Stuttgart from Bremen, Germany

Hutter, K., 50 cases crockery

Namm & Singer, 5 cases glassware

Vandegrift, F. B. & Co., 5 cases glassware

Henjes, F. Jr., Inc., 1 case hollow ware, 1 case glassware

Bouton, J. & Co., 6 cases crockery

Continental Ceramics Corp., 1 case crockery

Barth, L. & Co., 19 cases crockery

Corbett, M. J. & Co., 1 case chinaware

Wolf, L. & Co., 70 cases china

Sullivan, W. C. & Co., 29 packages china

Borgfeldt, G. & Co., 44 cases toys, crockery, etc.

Globe Shipping Co., 14 cases hollow glass, etc.

COMPARTMENT PLATES



We have ample stocks in Blue Willow Plates for home or restaurant use.

Also fancy hand painted Grills on an Ivory Body that are just the thing for informal luncheons.

Assure yourself of quick money-making turnovers by wiring us your order.

It will receive immediate attention.

The Sendar Company

Specials in
 Domestic
 Dinnerware
 and
 Hotel China

35 West 23rd Street
 New York

S. S. Rotterdam from Rotterdam, Holland

Stone, C. D. & Co., 1 case crockery

Basket Importing Co., 1 case crockery

Tomby, B. & Co., 7 cases crockery

Borgfeldt, G. & Co., 63 cases toys, glassware

Phoenix Shipping Co., 20 cases glassware

Graham & Zenger, 4 cases crockery

Woolworth, F. W. & Co., 158 cases toys, crockery

Equitable Trust Co., 12 cases crockery

Fourman Bros., Inc., 5 cases crockery

Lazarus & Rosenfeld, 74 packages crockery, etc.

Grace National Bank, 12 cases crockery, 6 cases crockery

October 13

S. S. Suffren from Havre, France

Sutman, J. & Co., 1 case porcelain

American Express Co., 4 cases porcelain

Macy, R. H. & Co., 4 cases chinaware

Stern Bros., 1 case chinaware

Haviland, T., 57 cases chinaware

Borgfeldt, G. & Co., 4 cases chinaware

Godet, Inc., 1 case glassware

American Shipping Co., 1 case china

Macy, R. H. & Co., 6 cases glassware

Marshall Field & Co., 7 cases majolica

Lord & Taylor, 8 cases majolica

Skinny Chorine—Gee, I wish I was a star.

Perfect 36 Chorine—You'd look better, dearie, if you was a little meteor.—*Amherst Lord Jeff.*

"Death—" the cry was wrung from a slight girl who swayed and staggered. The crowd waited in horror.

"Death—" repeated the girl, more distinctly. "Death have me one more dance."—*Louisiana Purple Pcl.*

He—What do you drink?

He—I sometimes wonder.—*Boston Beanpot.*

Some Thoughts on Business

BY ADOLPH LEWISOHN

I HAVE been in business a little over sixty years, and am just as much interested in it as ever. I went into my father's business when I was 16 years old, and for about two years attended to business over in Europe. At the age of 18 I came to this country and have been active ever since in business here.

My aim has always been to be helpful in making a success of any undertaking with which I am connected, not so much with the idea of personal gain, but rather to achieve success for the enterprise. While I am not giving as close attention to details as I used to, and am absent a good deal of the time, I constantly keep in touch and am kept fully posted, receiving reports daily, wherever I may be, of all the business of my firm and of the different corporations with which I am connected. Instead of being a burden, it is a pleasure to me at all time, and even though I may not give as much personal attention to the business as I did formerly, I think it is an advantage to the different executives and heads of departments to have the benefit of my counsel and experience, although they are perfectly competent.

My success has been due in great part to the fact that I have been able to find the right associates, those who work with me and for me, every one of them knowing that I am interested in him and set the right example. One of the greatest satisfactions to me has been the fact that I have never done anything to be ashamed of, and this, of course, has had a good influence on my associates and employees. I have never quarreled with any of them, seldom scold, and there is real friendship existing between all of us—associates as well as employees, who are working together to achieve success in business.

I have in many instances formed friendships with people with whom I did business, and the result has been good treatment and cordial relations on both sides. To make a success of business, ability and a knowledge of business are important factors; vision is very helpful, although it must not be confounded with seeing facts as character and the highest integrity on the part of those engaged in business. Without character and integrity confidence is lacking and without confidence good results cannot be achieved in the long run.

My motto has always been, "Before the word is spoken it must be governed by you; after it is spoken it must govern you." Confidence, integrity and fairness are not only essential to maintain the good will of the people with whom one does business but are just as important to secure the good feeling of associates and employees and to achieve the consequent success to be derived therefrom.

Of course, not much of importance can be accomplished by just depending upon one's self alone, instead of seeking the co-operation of others, whether they be associates,

employees or others who work with you. The important thing is to choose the right helpers and to know how to treat them in the right way so as to bring out the best that is in them. Even after you have succeeded in choosing the right helpers you must give them a chance, to show what they can do themselves, not simply use them as messengers to do as you direct, but let them use their own ability and initiative. In this way you can get the best results without being obliged to do it all yourself personally.

A man who can simply work well himself but does not know how to handle other people can accomplish comparatively little. It takes a certain knowledge and judgment to tell to what extent you can depend upon the people who are working with you. My principle has always been that you must have confidence in your agents, that is, in the people who are working with you or for you as associates in business or as your employees generally, or those that work with you in any field whatever. Do not keep them down, but let them have a chance to prove their merit. Much depends upon your treatment of those who work for you in gaining their co-operation and loyalty in inspiring them to give the best that is in them.

There is an idea among some people that one can only make money by trickery and sharp practice. While this might sometimes result in temporary success, in the long run one can accomplish much more by honesty and truthfulness and by earning the confidence and respect of those with whom one has business dealings.

One of the first principles is to conduct one's business not only according to legal standards but according to the highest moral standards. While one must have courage, caution must also be exercised not to go in too deep and to avoid possible large losses. With good judgment, careful watching and the observance of sound business principles, success is bound to result.

Editor's Note: This article by Adolph Lewisohn, Banker and Philanthropist, comes to us through the courtesy of Samuel Newberger, C. P. A. of Samuel Newberger & Co., Accountants and Auditors, 38 Park Row, New York City.

Pottery Association Board Meets

A meeting of the Board of Directors of the Pottery, Glass and Brass Salesmen's Association was held at the Crockery Board of Trade rooms last Friday, October 8.

The death claims of David L. Wise and Nicol A. Ferrie were ordered paid.

A new corporation granted a charter this week is that of F. Rynveld & Sons, Inc. capitalized at \$500,000. Herman Rynveld, 350 Greenwich St., New York City is the incorporator.

NARCISSUS BULBS

(PAPERWHITE GRANDIFLORA)



THE KIND THAT GROW IN WATER
at the following prices, f. o. b., New York

12 ctm. packed 1250 bulbs to case, per 1000	\$28.50
13 ctm. packed 1250 bulbs to case, per 1000	40.00
14 ctm. packed 1000 bulbs to case, per 1000	45.00

Due to the Federal embargo these bulbs are in very short supply this season. Our quantity is limited. Order early.

Every china and gift shop can feature these bulbs to good advantage. They aid materially in the sales of bowls and accessories. Let us send you our complete bulb catalog—it is free for the asking.

F. RYNVELD & SONS

352 GREENWICH STREET

NEW YORK CITY



NO. 1926

A CANDY BOX
That's Out of the Ordinary

A FLAT style candy box with dust tight cover, that will not tilt and whose base will not mar fine polished furniture. Diameter 5½ in. Capacity about one pound. Made in crystal for decorators and in colors for the retail trade—blue, green, amber and amethyst.

Packs 6 dozen to the bbl.
Shipping wt. 140 lbs.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

"Theresienthal"
Stemwares

"Krautheim"
Dinnerwares

"Schierholz"
Dresden Art Goods

"Royal Dux"
Art Goods

*"Venetian Art Glasswares and
Many Gift Shop Novelties"*

now being shown throughout the country by our representatives. A postal card will inform you when they will be in your vicinity.

FRED C. REIMER CO., INC.
49 West 23rd Street New York City

Columbia Has Complete One-Year Retail Course

Paul H. Nystrom, professor of marketing and managing director of the Associated Merchandising Corporation, recently announced the complete one-year retail merchandising course to be given at Columbia University. The course had been so arranged that a student may take up the work either during the fall or spring session. Subjects to be covered are:

WINTER SESSION

Recent developments, current trends and outlook in retailing.

Methods of organization and operation of the various types of retail stores. Location, store building, construction, layout, fixturing, equipment, safety requirements, standards for lighting, heating, ventilation and cleanliness.

Employment, training, remuneration and other incentives for employees, welfare activities, working conditions, employer-employee relations.

Sales promotion, advertising, display, direct mail, use of telephones and other methods of securing business.

Retail salesmanship, customer service, good will.

Accounting—A simple outline of the purposes, the materials used and the results worked out by a retail accounting department. Financial expense, merchandise, inventory and statistical records and reports.

Financing a retail business, computation of capital requirements, together with examples of economical use of capital.

Budgetary control in retailing.

Credits and collections, deferred payment plans in economic and practical aspects.

Adjustment policies, approval selling and returns.

Comparison shopping on merchandise values, displays and service.

Receiving, marking, packing and delivery methods and policies.

Insurances.

Managing a retail business, reports that present a true picture of the business, sources of leaks and wastes and methods of checking, standards of efficiency in retail operation.

Research and planning in retail institutions.

Analysis of the causes of failure in the retail business.

Are there too many retail stores?

Public regulation of the retail business.

SPRING SESSION

Beginning February 8, 1927.

Merchandise, classification, merchandise sources, selling policies.

Factors affecting profitable merchandising—gross profit, expenses of retailing, discounts, transportation costs, stocks of merchandise carried, markdowns, turnover.

The buyer's work—fitness, training, experience and what education can do to help the buyer.

Buying policies and methods, with analysis of effects of various methods of buying.

The psychology of buying. Factors subject to bargaining.

Buyer's records and reports.

Buyer's contracts.

Ethics of buying, development of ethical standards, sources of difficulties, methods of avoiding difficulties.

Buyer's order, terms, dating discounts, conditions, etc.

Estimating the consumer demand. Changes in consumer demand.

Buying as affected by style trends, by competition, by economic conditions.

Sources of buyer's information and method of organization.

Merchandise manager's functions, control and supervision of buyers.

Resident buying offices.

Co-operative or group buying.

Merchandise budgets and their use. Determination of standards of mark-up, turnover, standard stocks and capital requirements. Methods of computing stock requirements, open-to-buy and capital requirements. Supervision of budgets, expense of operation, difficulties.

Buying plans, sales planning, co-operation with advertising, selling and service departments, buying and sales calendars.

Stock control, perpetual inventories, stock records, retail inventory method. Stock shortages and their control, slow selling systems.

Model or standard stocks, price lines, tests of completeness of stocks.

The future of merchandising.

Men's Departments Lead in Boston Stores

In the normal department store of the Boston Federal Reserve District no one department's sales for the year total as much as 5 per cent of the store's total, according to a comparison of sales by departments made through the co-operation of the stores here and the Federal Reserve Bank.

In the normal or "average" store men's furnishings is the biggest department, with sales of 4.82 per cent of the store's total sales. Umbrellas and canes is the smallest, with sales of 0.39 per cent.

Men's clothing, with 4.73, is the second largest department. The third largest is misses' ready-to-wear at 4.62, and the fourth is women's dresses at 4.44 per cent.

Department figures, in percentages of the total sales of the store, are:

	Per cent
Misses' ready-to-wear	4.62
Women's dresses	4.44
Women's coats	3.80

Women's suits	0.76	Handkerchiefs	0.85
Women's skirts	0.52	Umbrellas, canes, etc.	0.39
Women's and children's shoes	3.73	Draperies, lamps, shades	3.76
Women's and children's hosiery	3.34	Furniture, beds, mattresses	2.67
Silks and velvets	3.00	Floor coverings	2.34
Millinery	2.96	Domestics	2.01
Muslin underwear	2.61	China and glassware	0.91
Cotton dress goods	2.53	Musical instruments	0.50
Infants' wear	2.36	House furnishings	1.71
Negligees, etc.	2.33	Art needlework and art goods	0.47
Linens	1.75	Miscellaneous	14.0
Furs	2.20		
Corsets and brassieres	1.87		100.00
Juniors' and girls' ready-to-wear	1.63		
Neckwear and veilings	1.55		
Waists and blouses	1.35		
Woolen dress goods	1.32		
Notions	0.94		
Laces, trimmings, embroideries	0.89		
Petticoats	0.63		
Ribbons	0.49		
Bags and leather goods	1.39		
Men's furnishings	4.82		
Men's clothing	4.73		
Boys' wear	2.44		
Men's and boys' shoes	0.95		
Gloves	1.56		
Knit underwear	1.71		
Sweaters	0.97		

多 明 星 畫 像
——Clever, these Chinese!——

The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.

A good photograph or illustration is the next best thing to putting your ware in the prospect's hands;—it speaks for itself. Yes, to paraphrase the proverb, a good picture saves lots of gab.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.

Concentrate
your glass
and crockery buying

You can see all the newest lines without leaving the showrooms of this beautiful building.


The FIFTH AVENUE BUILDING

Broadway and Fifth Avenue
at Madison Square, New York

"More than an office building"

"NUROCK"
The most popular
BAKING AND
SERVING
WARE
made in America

Sells because its
serviceable,
sightly and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

Special for Glassmakers and Potters

GREEN OXIDE OF CHROME

LIGHT, MEDIUM AND DARK

Guaranteed to contain no Free Sulphur nor Sulphides

Manufactured by

B. F. DRAKENFELD & CO. INC.

50 Murray St. New York

New Haviland China Co. Showrooms the Last Word of Beauty and Attractiveness

RELECTING as it does the work of the master architect and all that money could possibly make it, the new home of the Haviland China Co., Inc., in the Onyx Building, 1170 Broadway, corner of 24th St., is indeed a revelation to those in the trade who have been so fortunate as to avail themselves of the opportunity of paying it a visit of inspection. There is absolutely nothing that has been overlooked and the Haviland Co. has outdone itself in creating one of the most beautiful showrooms in the trade.

Its situation from the standpoint of convenience could not be improved upon, being as it is most centrally located at the intersecting point of Broadway and Fifth Ave., overlooking Madison Square.

The showrooms and offices are housed on the second floor of the building and upon leaving the elevator one is confronted by two entrances, one leading to a reception room and a second one entering into the general offices.

Immediately one steps into the reception room an atmosphere of richness and quality impresses itself. In keeping with their well thought out plans the concern has given this room over to their salesmen whose desks have been artistically arranged on the left and right sides and who are ready to greet callers as they enter. The Messrs. E. M. Ross, Geo. D. Harrison, C. Harry Greene and J. T. Smith may be found here, while a telephone switchboard and operator in charge are also located in this room. Another feature not to be overlooked is that the concern has installed in one corner a private telephone booth for the exclusive use of their customers. A large table with all trade magazines has been placed in the center, while in opposite corners are two beautiful pieces of the famous Haviland Faience ware mounted on pedestals standing about six feet high. The woodwork is in a paneled effect and of polished walnut, while the desks are exact reproductions of the one used by George Washington, the original of which is at Mt. Vernon. Large inverted drop lights reflected against the white ceilings give out a splendid light, while heavy gray linoleum has been used on the floor which is in perfect keeping with the rest of the room.

Leaving the reception room one passes to the right through a wide entrance into the display rooms, the first

of which is the plate room, where is shown a wonderful exhibit of the famous Haviland service plates. In the center of this room four tables have been placed with white linen covers upon which further samples are shown to excellent advantage.

The general layout of the showrooms has been worked out perfectly. The long room illustrated is for the exhibit of import samples only. A similar room is duplicated on the other side for the display of their vast showing of open stock patterns, which line is very comprehensive, covering a great variety of every class of ware from the inexpensive to the best made. Here as well the same style of polished paneled walnut and white ceiling is carried out while the lighting from overhead is from

the same type of inverted lights such as are used in the reception room.

The two long rooms mentioned above have booths built on either side the entire length which have been so designed that they display the different lines of the concern to excellent advantage. They are three-sided in their construction. Shelves four tiers high are built around the upper part while cabinets have been built underneath with sliding doors. Arranged around the upper part of these booths are concealed reflected lights which throw a

soft glow down upon the china and show off the ware against the dark walnut wood in a beautiful way.

The arrangement of their display reflects great care and thought. On the Twenty-fourth St. side their New York open stock patterns are shown, the first booth of which has been given over to an exhibit of a few pieces of all their decorations for quick reference. Where further consideration is necessary the buyer may refer to the booth in which the entire line of over eighty pieces of each design is shown.

One prominent feature of the Haviland China Co., display is the showing of the firm's hotel ware. This is to be found at the rear right hand side of the floor. This hotel line, which the Haviland Co. have not handled since 1914 is now being featured extensively by them and a special section is devoted to its display.

The front part of the floor has been given over to the offices. Here again nothing has been left undone by the firm and the results they have accomplished are splendid. The private office of J. G. Hope, vice-president of the



One of the Haviland China Co.'s beautiful new display booths



View from front showing one section of new showroom

company, is located on the Twenty-fourth St. side and also faces out on Fifth Avenue, while adjoining this is the office of James J. Temple, sales manager and that of E. M. Ross, secretary of the corporation. Then come the general offices which extend along the entire front of the building.

The company have a total area of 10,000 square feet on this floor.

In addition to the second floor the firm also have their stock and shipping rooms in the basement of the same building, which gives them approximately an additional 7,000 square feet for the use of these departments. Here



The Haviland China Co.'s new plate room

again no efforts or money have been spared to make everything most complete and up to date. Row upon row of well stocked bins are to be seen, while at the extreme front end a separate room has been given over to the use of this salesmen as a trunk and sample room.

Great credit should be given to W. A. Cuthbertson, the architect, who has designed these beautiful display rooms. His whole keynote has been that of simplicity and yet the excellent manner in which he has worked out his ideas in converting a barren open floor space into one of the trade's most beautiful showrooms is indeed a revelation.

Oberlies Importers, Inc.

Crockery

Household Utensils

and

Lion Steel Ware

Richard M. Schmidt, Representative

The Best Enameled Ware

The Ware That Wears

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SALES REPRESENTATIVES

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Chicago Office—J. E. Boring, Room 348 Hotel Morrison
Eastern Representative—Herbert A. Wellington, Boston, Mass.

The
Crooksville China Co.
Crooksville, Ohio

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

COMMISSION MEN WANTED

WANTED commission men to sell as side line, light cut glass tableware in crystal and colors. Some good territory now open including New York City and Chicago, Illinois. Catalogue on request. The Marion Glass Manufacturing Company, Marion, Ohio.

REPRESENTATION WANTED

AN important German porcelain factory turning out dinner sets, etc., offers the representation of their works to efficient houses in the East, Middle West, and the West. Address Box 573, CROCKERY AND GLASS JOURNAL.

POSITION WANTED

POSITION as traveling salesman; ten years' road experience with Fancy and Decorated Glass and China gold encrustation lines. Personal acquaintance of buyers covering all large cities West, South and Texas. Employed at present. Would like to make change November 1st. Address Box 574, CROCKERY AND GLASS JOURNAL.

Buyers in New York

OCTOBER 7, 1926

H. G. Chamberlain, gifts, S. F. Iszard Co., Elmira, N. Y. (D. G. Alliance), 315 Fourth Ave.

C. J. Peterson, house furnishings, Reid & Hughes Co., Norwich, Conn., 315 Fourth Ave.

C. P. Mariatt, house furnishings, Miller & Rhoads, Inc., Richmond, Va., 432 Fourth Ave. (D. D. Union).

W. B. Shockley, house furnishings, china, toys, J. B. Ivey & Co., Charlotte, N. C., 128 W. 31st St.

Mr. Campbell, house furnishing goods, Hutzler Bros., Baltimore, Md., 1440 Broadway.

C. F. Myers, toys, The Fries & Schuele Co., Cleveland, Ohio., 105 Grand.

OCTOBER 11, 1926

Miss Canfield, gift novelties, H. P. Wasson & Co., Indianapolis, Ind., 112 West 38th St. (Littman & Storch), 14th floor.

P. Niehaus, china, Scruggs, Vandervoort Barney Dry Goods Co., St. Louis, Mo., 171 Madison Avenue.

Miss Carfield, gift novelties, H. P. Wasson Co., Indianapolis, Ind., 112 W. 38th St., 14th floor.

J. A. Haberhosh, lamps, May Co., Los Angeles, Calif., 1115 Broadway.

OCTOBER 12, 1926

Mr. Gilmore, house furnishings, lamps, Hens & Kelly Co., Buffalo, N. Y., 27 West 33rd St. (Fellows Buying Co.).

OCTOBER 13, 1926

A. Hauptman, house furnishings, Broadway Dept. Store, Los Angeles, Calif., 128 W. 31st St. (Weill & Hartmann).

H. F. Moore, gift stationery, Huntington, West Va., 455 Seventh Ave.

W. McKelvey, toys, McCreery & Co., Pittsburgh, Pa., 126 Broadway.

J. W. Boston, house furnishing goods and toys, Famous & Barr Co., St. Louis, Mo., 1115 Broadway.

E. A. Kauptman, house furnishings goods, Broadway Dept. Store, Los Angeles, Calif., 128 West 31st St., 6th floor.

Salescheck Backs Instruct Force

No effort is being spared by department stores in educating its salesforce. Every device from posters in the rest rooms to small printed slips in the pay envelopes are used. Now Jordan, Marsh, Boston, has hit on a new advertising medium, the back of its salescheck. This space is being used by the store to talk about "The Jordan Marsh Co. Spirit," and here's the talk:

PETER POTTER



PETER POTTER SAYS: Hallowe'en, that night when ghosts, witches 'n parties hold forth, rolls around once more at the end of this year. It's a good idea to take advantage of the sales opportunities offered by the numerous Hallowe'en parties by advertising glassware novelties and specials for this important night.

"A fellow worker was severely criticized in the firm's office. It was said of him, 'That man has not caught the Jordan Marsh spirit yet.' The man in question had done something which in the eyes of the firm is a crime; he has allowed a customer to leave this house disappointed and dissatisfied when he might have sent her away smiling and satisfied. In adjusting a certain matter he had been guided by his own spirit, which in this particular case was small and narrow, instead of being guided by the broad and generous spirit of this house.

"Fortunately, a few days later, this customer fell into the hands of one of those who comprise the majority in this house, and who are thoroughly imbued with the Jordan Marsh spirit, and the matter was adjusted to the customer's satisfaction and she was won back into the great fold of Jordan Marsh patrons.

"Now what is this spirit that we all talk about, this great 'something' that is associated in the minds of the public with the name of Jordan Marsh? It is the true, honest, sincere determination to give satisfaction to every patron of this house, no matter how poor or humble her position may be, no matter how little or how much they may buy.

Pottery News

(Continued from page 13)

To Compete for Thomas Anderson Prize

Thomas B. Anderson, general manager of the Pope-Gosser China Co. plant, Coshocton, O., now second vice president of the United States Potters' Association, and who will be advanced to the presidency of the Association at its next annual meeting, has been advised that a number of students in the Ceramic class of the East Liverpool High School propose to compete for the \$25 prize offered by Mr. Anderson for the best essay on ceramics. These essays are to be presented and read at the December meeting of the Potters' Forum to be held here, and it is the first time that a prize has been offered for an essay on this subject since the ceramic class was formed. The desire of Mr. Anderson in offering this prize is to create interest among the younger people of the pottery district in ceramic art. His interest in the matter has received wide commendation.

Fulper Pottery at Sesqui-Centennial

Two exhibits of art pottery were maintained at the Philadelphia Exposition during September by the Fulper Pottery Co., of Flemington, N. J. During the National Gift and Art Association's meeting at the Adelphia Hotel, Philadelphia, the full line of art ware from this factory was also displayed, the line being the only domestic art pottery exhibit arranged.

Scammell China Co. to Erect Addition

Plans have been prepared by the Scammell China Co., Trenton, N. J., for a one and two story addition to its plant, covering a space of 47 by 145 feet. This factory is featuring a general line of hotel and restaurant vitrified china goods, and the additional room has been required in order that increased orders might be given more prompt attention.

New "Ozark Pottery" on Market

"Ozark Pottery" is the copyrighted name under which the ware produced at the new art plant of the Eureka Springs (Ark.) Pottery Co., will be known. The plant is now in course of erection and will be under the management of Charles Stehm, who formed the company. Native clays will be used, as Arkansas has long been noted as a state where clays of various colors are to be found in large quantities. Among the colors to be found in this new artware line will be included salmon, old ivory, pink, red and blues. When this factory is placed in operation, it will be the second art pottery to be operated in that state.

Bright Colors to Dominate Dinnerware

It is considered likely that bright colors will continue to dominate dinnerware patterns for next season. These colors have had a rather active demand throughout the present season, and the manufacturers will, of course,

continue to supply those patterns that are proving active among retail buyers. Road salesmen of some plants have been paying close attention to the volume of sales on dinnerware having bright colors, and those of more subdued hues, and this has indicated to the manufacturers that the retail trade is still "strong" for the "loud" treatments.

Glass News

(Continued from page 15)

Three days of the 51st anniversary sale at the Fair Store went over the \$1,000,000 mark. This volume of business shatters all previous sales records for a similar period, it is reported. Rather large stocks of glassware were ordered for this sale, and considerable volume of this class of merchandise went out of this district.

Retail Trade

The following table from Bradstreet's exhibits the increases and decreases in chain-store, mail-order and department store sales for the first eight months of this year, as compared with the like period of 1925:

	Chain stores	Mail orders	Chains & mail orders	Dept. stores
January	I 12.5	I 9.0	I 10.6	I 4.2
February ...	I 11.7	I 7.4	I 9.7	I 2.6
March	I 17.0	I 12.3	I 15.0	I 6.8
April	I 9.7	I 4.4	I 7.4	D 1.7
May	I 17.8	I 12.5	I 15.9	I 7.3
June	I 14.3	I 14.2	I 14.3	I 2.5
July	I 19.1	I 14.6	I 17.0	I 4.4
August	I 8.1	I 12.3	I 9.7	I 6.5
Eight mos. ..	I 13.5	I 11.1	I 12.5	*3.7

* Seven months.

Percentage changes in dollar sales by department stores, monthly, from March, 1926, to August, 1926, as compared with the corresponding months the year before, are shown by districts in the following revised table compiled from reports of the Federal Reserve Board:

Dist.	Increase from					Jan. 1 to	
	Mar., 1925	Apr., 1925	May, 1925	June 1925	July, 1925	Aug., 1925	July 31, 1925
Boston	4.1	*2.7	4.8	*3	3.4	8.5	2.7
N. Y.	6.9	*3	5.6	4.2	5.2	9.2	3.4
Philadelphia ...	9.3	*5.6	10.1	*1	4.1	2.4	3.6
Cleveland	1.8	*6.7	4.4	*1.6	1.8	3.5	*2
Richmond	8.0	*5.0	9.3	.8	3.1	7.8	3.5
Atlanta	9.1	1.5	10.4	8.1	3.6	8.0	6.8
Chicago	13.5	*1.4	13.1	4.2	8.0	12.3	7.4
St. Louis	4.4	2.9	10.1	2.5	1.1	3.7	3.0
Minneapolis0	*4.0	*2.0	*7.0	5.0	*6.6	*2.0
Kansas City ..	*3	*1.8	3.2	1.6	1.4	*1.6	—
Dallas	2.1	*4	6.1	8.7	7.6	14.7	3.4
San Francisco ..	12.1	1.4	1.7	4.1	4.9	4.6	3.9
United States...	6.8	*1.7	6.9	2.5	4.4	6.5	3.7

* Decrease.

Preliminary reports to the Federal Reserve system from retail firms indicate that total sales of 507 department stores were 6.5 per cent larger in August than a year ago. Department store sales were larger than a year ago in all Federal Reserve districts except the Minneapolis and Kansas City districts, the largest increases, ranging from 9 to 15 per cent, being in the New York, Chicago and Dallas Federal Reserve districts. Of the reporting stores, 304 had larger sales than last year and 203 had smaller sales.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

"The Dinnerware House of America."

L BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

I. D. BLOCH & CO., 37-41 East 18th St.

Importers of China and Glass, Mrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.

Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.

Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.

Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.

The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.

Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.

Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.

Japanese Goods.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.

Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France. Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave. Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

The Fifth Avenue Building



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Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krauthelm"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd, St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

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Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Chas. J. Dela Croix Co., representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
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Manufacturers and Importers, Earthenware, China and Glassware.

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THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room. 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

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D. KING IRWIN, *Fifth Avenue Building.*

Iroquois China Co., Hotel China. National China Co., Quality dinnerware. Paden City Glass Mfg. Co., Table, soda fountain glassware. Economy Glass Co., Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*

Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*

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PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*

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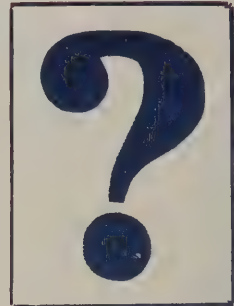


Vol. 103, No. 16

CCT. 21, 1926



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The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain Octagon outlines, provide the ideal frame and background for the fine variety of original decorations especially designed for this model.

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The equivalent of forty kilns on Ivory.

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An exceptionally attractive decoration on our
GLORIA SHAPE.

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AS THE EDITOR SEES IT

Banking
in the
future
Commerce of the United States, directs attention to the
fact that "the organized life insurance companies of Amer-
ica have entered into solemn contracts to redeem, by the
distribution of payments at varying periods within the
lifetime of men now living, the enormous aggregate of
\$2,000,000,000.
"When Abraham Lincoln was a child," he said, "the
United States possessed five million people, clustered
closely along its seaboard, with a great undeveloped ter-
ritory, of vast potentiality, inland and yet untouched.
When Abraham Lincoln was born, seventy-two billion
dollars, the capital total of today's life insurance, would
have bought more than half the total possessions of all the
world. Fifty centuries of productive effort of all races of
mankind had succeeded in creating, in every form of
wealth and value, hardly twice the face obligation of life
insurance contracts of today. Life insurance, itself a
growth of barely more than a quarter of a century, is evi-
dence today in popular confidence by contracts, the final
revelation of which, in the United States alone, equal in

aggregate value the whole world's savings of twenty cen-
turies preceding."

Looking for Trade Overseas

The extent to which American
business men are looking to wider
horizons for trade is reflected in a
report by the Foreign Commerce
Department of the Chamber of Commerce of the United
States that foreign trade bureaus are maintained in 58
cities in 25 states. Many of these are in interior cities
and in the South.

In addition to these the Government Bureau of For-
eign and Domestic Commerce has established district
offices in Galveston, Houston, Louisville, Memphis and
Minneapolis during the past year. During substantially
the same period foreign trade bureaus have been estab-
lished by the chambers of commerce of Brooklyn; Gal-
veston, Jacksonville, Fla.; Lowell, Mass., and Orange,
Tex.

It appears that the line of distinction between seaboard
and interior cities in respect of interest in foreign trade is
rapidly fading. Buffalo, Chattanooga, Chicago, Dallas,
Dayton, Des Moines, Indianapolis, Kansas City, Minne-
apolis are directing their attention to foreign markets as
well as the "salt water" cities which have most to do with
exporting and importing.



CAUGHT IN THE NEWS NET



VISITING New York this week for the joint purpose of attending a convention and looking in on his Metropolitan showrooms is Frederic J. Grant, vice president and treasurer of the S. A. Weller Co., Zanesville, O.

Mr. Tracey, china and glassware buyer for Sisson Brothers-Welden Co., Binghamton, N. Y., was a visitor to New York this week.

Among buyers visiting the New York market this week were Miss Patsy Greene, who operates her own gift shop at 317 North Avenue, New Rochelle, N. Y. Miss McDougall, china and glassware buyer of the W. T. McDougall Co., Hamilton, Ont., Canada, Miss Dorothy Wagner, buyer for Wagner's Leather Goods Store, Greenwich, Conn., who operates a large gift shop in Greenwich and Miss Garranbrandt of Garranbrandt's, Inc., Rochester, N. Y.

Edward J. Burdette, former buyer for twenty-five years of R. H. Macy & Co., will open a new gift shop to be known as the Studio of Gifts, at 2559 Grand Concourse, New York, about November first. Mr. Burdette will handle an elaborate line of china, glass, metalware, silverware and leather goods.

Joseph Harris, china and glassware buyer for the S. P. Dunham & Co., Trenton, N. J., visited the Metropolis the early part of this week.

Bob Evans, china and glassware buyer for J. N. Adams & Co., Buffalo, was in New York this week as were John H. Harris, china and glassware buyer for Kaufman Department Stores, Inc., Pittsburgh, Pa.; R. Niehaus, china buyer for Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis, Mo., and Louis Turnick, prominent jeweler of Torrington, Conn., who placed an order for glassware for his establishment.

Arthur J. Bennett, President of the Cambridge Glass Co., Cambridge, O., who has been spending the past two months at Dixville Notch, N. H., arrived in New York last week. While here he visited O. C. Graham, Manager of the New York office and left Saturday morning for Atlantic City where he remained until Wednesday when he left for the factory. Mr. Bennett is making his trip by auto and is accompanied by Mrs. Bennett.

T. Wolff, traveler for T. W. Hamilton, 139 Fifth Avenue, is expected back at headquarters the end of this week. He will remain in New York about ten days calling on the local trade after which time he starts off again on a road trip which will take him through New York State.

A. H. Peterson, china, glassware, housefurnishing and lamp buyer for the Erie Dry Goods Co., Erie, Pa., has been in the market for the past week placing orders for his departments. Mr. Peterson reports business as being splendid and that the volume of sales is far ahead of last year's. His lamp department has shown a wonderful gain which has resulted in a substantial increase to both floor space and stock. In fact he states that his turnover has jumped 100% since the inception of this department. The same splendid showing has been made by the housefurnishing department which has shown a wonderful increase since the first of the year. While here Mr. Peterson made his headquarters at the Hotel Commodore.

Otto Jaeger, General Manager of the Bonita Art Glass Co., Huntington, West Va., had the unfortunate experience last week of being struck by an automobile. Fortunately the accident was not of a serious nature, although Mr. Jaeger is confined to his bed due to one of the ligaments of his knee being strained as the result of the mishap. It is feared that his injury will keep him confined for some time.

Geo. R. Ahrendts, Vice President and Manager of the Globe China Co., Cambridge, O., together with his brother A. O. C. Ahrendts, President of the Atlas China Co., Niles, O., arrived in New York last Monday night on a business trip which was spent calling on the trade. They left for home Tuesday night. While here their headquarters were at the Hotel Pennsylvania.

Mogi, Momonoi & Co., Opening Chicago Office and Display Room

The firm of Mogi, Momonoi & Co., well known importers of Japanese goods, announce that they will open an office and salesroom at 5 So. Wabash Ave., Chicago. This will be located on the fourth floor of that building and will be in charge of Mr. K. Teremato. A full and complete line of samples will be carried for the buyer's inspection and according to their plans the first expected everything in readiness by the middle of this month.

Gifts, Art Wares and Novelties Association —Owen Declines Nomination

A meeting of the members of the Gifts, Artwares and Novelties Association was held in Chicago October 14, at the Hotel Sherman, to hear the report of the nominating committee. The committee announced the following officers for next year: W. C. Owen, President; Earl W. Steinbeck, 1st Vice President; Walter Larsen, 2d Vice President; Mrs. E. D. Leavitt, 3d Vice President; Malvin Flesham, Treasurer; Louis Kollisch, Secretary.

When this announcement had been made, Mr. W. C. Owen, who has been president of the Association continuously since its organization in 1922, stated that he must regretfully decline the office of president. This announcement was received with surprise and Mr. Owen was urged to reconsider his decision not to serve as head of the organization for which he has been largely responsible for the past five years. In answer, Mr. Owen stated that his duty to his rapidly growing business demanded more and more time and that he felt it would be impossible in the future to give the Association work the time and thought he was allowed for it in the past and which he felt sure it would require in the future. The appreciation of the membership for the constructive work done by their president was expressed in a resolution of thanks.

Mr. Owen stated that he would be ready at all times to aid the Association in any way possible and this did not mean that he would lose any of his interest in the organization.

Mr. Owen suggested that he felt that Earl W. Steinbeck, who has been continuously re-elected as 1st Vice President at each election, was the logical man to succeed to the presidency and the nominating committee withdrew and reported again as follows: Earl W. Steinbeck, President; Benjamin Marcuso, 1st Vice President; Walter Larsen, 2nd Vice President; Mrs. E. D. Leavitt, 3rd Vice President; Malvin Flesham, Treasurer; Louis Kollisch, Secretary.

Mr. Steinbeck is widely known throughout the trade both for his work in connection with the development of the Association and through his capacity as head of the Steinbeck Company, 74 East Roosevelt Road, Chicago, Illinois.

Mr. Steinbeck shared the honors with Mr. Owen in originating the idea of the Chicago Gift Show which has since become so successful and an established institution in the gift trade.

Benjamin Marcuso, President of the Industrial Trading Company, 1018 South Wabash Ave., Chicago, member of the Board of Directors of the Association for several years, a past officer and one of the exhibitors at the first gift show was nominated to the office of 1st Vice President.

To Hold Final Golf Tournament

The final golf tournament of the Pottery Glass & Brass Gift Association for the 1926 season will be held on Thursday, October 28, at Mountain Ridge Country Club, West Orange, N. J.

George Lobsitz has secured for the association members the privileges of the course and has generously offered a beautiful piece of sterling silver for the best gross score, open to all who may be present and whether or not they have won a prize during the season. There will also be the usual club prizes and final play for the season trophies. A large attendance is expected and guests are invited.

De Camp Caldwell Bus leaves Washington Park, Broad Street and Washington Place, Newark, 8:45 A. M. and at hourly intervals thereafter. The Bus passes Mountain Ridge Golf Club. Washington Park is near the terminal of the Hudson Tube at Newark. By automobile, by way of Park Avenue or Main Street, Orange, to Valley Road, Mount Pleasant Ave., and turn right at McCloud's Mushroom Farm at top of hill, thence a few hundred yards to Club.

As schools are now open caddies must be arranged for in advance and all replies should be received by Friday, the 22nd instant at latest.

Date Set for U. S. P. A. Annual Meet

The annual meeting of the United States Potters Association will be held at the Waldorf-Astoria Hotel, New York, December seventh and eighth according to a late dispatch from the CROCKERY AND GLASS JOURNAL representative at East Liverpool, O.

W. H. Fisher Dies

As this week's issue of the CROCKERY AND GLASS JOURNAL goes to press word is received of the death of W. H. Fisher, for many years traffic manager of the United States Glass Co.

Mr. Fisher died yesterday (Wednesday, October 20), at his home in Knoxville, Pittsburgh, Pa. He had been identified with the United States Glass Co. for more than twenty-five years and was known as the best-informed traffic manager in the Pittsburgh district on glass and china tariff.

Mr. Fisher was born at Steubenville, O., July 4, 1870.

Mechanical Show Has Educational Value

The educational value of the Fifth National Exposition of Power and Mechanical Engineering is being developed to the utmost. This annual event brings together not only the leaders in engineering and industry but a great many of the general public who desire up-to-date information about the stupendous development of applied science.

The exhibits themselves which consist largely of working units or models will have a great educational value. In addition the management is providing a complete program of motion pictures showing a number of the large developments which cannot be brought to the Grand Central Palace for display at the time of the show.

Three exhibits of special importance are being prepared. One will show the spectacular use that may be made of vertical sailing shafts for sails by which to propel sailing vessels. The Magnus effect which was dem-

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



Volume of Dinnerware Item Sales to Cereal Manufacturers at Peak

WHILE the fact may not be generally known, the volume of certain items in the dinnerware list sold to cereal manufacturers is now declared to be valued in the millions annually. For many years this class of business has been offered dinnerware manufacturers, but during the last year or two the volume has been steadily increasing until now, when peak records of shipments to these interests are reported.

As a matter of fact, this class of trade is interested in only certain items in the dinnerware list, but exceptionally large business is always placed for these items, which consist of fruits, four-inch plates and teas.

It is now declared that the former plant of the Chelsea China Co., at New Cumberland, W. Va., which has been acquired by the Cronin interests of this city, will operate exclusively on cereal business, and that only a limited line will be produced at that plant, but long term contracts have been closed for the output of this plant.

There seems to be no end to the demand for cereal goods. The producers of some packages not only carry large stocks of ware in their own warehouses, but their specifications call for the delivery of from one to two additional cars per week. Some of these contracts are valued annually at over \$500,000, although the volume of cereal business with certain manufacturers is said to go over \$1,000,000 annually.

No chance exists for the purchaser of a cereal package to obtain a complete dinner set for the reason items packed in the cereal package, while fitting into a set, do not include the larger pieces, such as plates, sugars and creams, and other items going into a regular composition. But at that, the cereal business is growing with leaps and bounds, and the contracts being placed by these interests with dinnerware manufacturers are among the largest being booked.

Another Ivory Dinnerware Manufacturer?

It may follow that another line of ivory dinnerware will be placed on the market within the next few weeks, but for 1927 delivery. An unconfirmed report was current in the district this week that one of the East Liverpool manufacturers, now producing a line of white goods was seriously considering entering the ivory dinnerware business, but direct confirmation is not obtainable at this time.

Twelve

Ivory Dinnerware Line Well Established

Concerning the ivory dinnerware business, the line appears to be rather well established, and that it will have a rather long life. The last interest to increase its capacity on ivory was the Steubenville Pottery Co., at Steubenville, O., which company is now operating its No. 1 and No. 2 plants on this body, having discarded its white line at the original Steubenville factory.

It is also announced directly that the W. S. George Pottery Co., at East Palestine, O., will convert its No. 1 plant at East Palestine into the production of ivory, and that deliveries will be possible early in the new year.

All producers of ivory ware declare that the demand for the line is holding up well, and that in some sections is selling better than white. With the trend of volume sales leaning toward ivory, it will create no surprise to learn of other dinnerware producers entering this field.

New Dinner Shape for 1927

From present indications at least one new dinner shape will be placed on the market in this district for 1927 delivery, it was said this week. Molders are working on a new shape for a client, but the name is being withheld. The shape is being designed along entirely different lines from any shape now produced in this district, and because of its character it affords a wide latitude for decorating.

Floods Bring Havoc to West

"Floods have wrought havoc in certain parts of the West," declared J. C. Knowles, western salesman for Taylor & Knowles Co., when he returned to his home office a few days ago. "In Iowa cornfields were covered with three to four feet of water, and with no corn to show for the shock. The flood situation has been holding back trade on all lines, especially in the rural sections."

Other than an occasional short trip, Mr. Knowles will remain at the factory the balance of the season.

William T. Darden Leaves Dresden

William T. Darden, for some time Chicago, Ill., representative for the Dresden Pottery Co., of this city, severed his connection with this interest. Before going with the Dresden outfit, Mr. Darden was associated with the Albright China Co., of Carrollton, O. The Chicago territory hereafter will be looked after by A. P. McPherson, of the home office, and who is in charge of sales at the plant.

Joseph Hoffman, a well known Brooklyn, N. Y., jobber, after spending several days in the local market has returned to his home office.

Homer J. Taylor, president of the Knowles, Taylor & Knowles Co., who has been spending a brief period in the Miami, Fla., district, is back at his desk.

Potters Executive Committee Meets

A general meeting of the Executive Committee of the United States Potters' Association was held at Pittsburgh, Pa., last Tuesday, at which time there was a discussion relative to the time and place of holding the forthcoming annual meeting. First Vice-President W. H. Burgess spoke before the committee, and there was also a discussion relative to the proposed changes in the state compensation insurance rate.

Bertram Rhead Here from England

Bertram Rhead who has been spending a period of time in the United States, representing the Butcher decalcomania interests of Birmingham, England, plans to sail for the home office next week. He has been spending several weeks in the East Liverpool district, and left there last week for the New York district where he will remain until he is ready to return to England.

Dresden Pottery Co. Well Represented

"We are well represented in all sections of the country by sales agencies and representatives," declared A. P. McPherson, of the Dresden Pottery Co., this week. "During the last few months we have been making additions to our sales department until now every part of the country is protected, and where our entire line is displayed. All of these representatives will have our new 1927 line probably during the early part of December," he said.

William Mackey, sales manager for the Smith, Phillips & China Co., has completed a western trip in the interest of this firm, and will spend the remainder of the season at the factory.

Denying customs claims of the Globe Shipping Company, Judge Young rules that certain pin-cushions, calendars and powder containers composed of decorated china; also certain wool powder puffs with figures of decorated china used as a handle, were correctly assessed with duty by the collector at 70 per cent ad valorem under Paragraph 212, 1922 act, as decorated china articles. The importer, in protesting this assessment, claimed duty at 35 per cent under Paragraphs 1313 or 1440; at 30 or 40 per cent under Paragraph 214; at 40 per cent under Paragraphs 921 or 1021; at 60 per cent under Paragraphs 211 or 212, or at 45 or 50 per cent under Paragraph 211. All of these claims are overruled by Judge Young, who states that the cases were submitted at the trial without the introduction of testimony or the filing of briefs.

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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Flint Glass Conditions Show Some Improvement

THE flint glass situation shows some improvement this week, states the *National Glass Budget*. Both manufacturers and dealers speak in rather hopeful terms. From the manufacturers' point of view there is evidence of a demand for colored glassware and glass novelties that will enable them to make up for the lost time during the dull summer months. And the manufacturer that has broken away from the old type of table glassware and turned his attention to new designs and attractive colors and tints, is just now beginning to feel the demand for his ware for the holiday trade. This same condition is reported from the English flint glass industry. Consumers are not in the market for old styled articles in glassware any more than they are satisfied to buy old styled clothing. What they want is something attractive and novel. And they have come to believe that somewhere it can be obtained, hence the good business reported by dealers who are well supplied with this kind of glassware and the reported lack of it where such goods are not found in quantities.

Factory operation may be said to have improved in the past few weeks. Coming as it has at this time forecasts a satisfactory fall and winter business for flint glass manufacturers.

The same course of reasoning may be made applicable to jobbers and retail dealers in this branch of the glass industry. Christmas holiday shoppers are now in the market for the holiday buying. The orders are reasonably satisfactory and are practically all for colored and fancy pieces or colored sets that make a pleasing appearance. This of course soon uses up a limited stock, if that is what the dealer has, and he must then fill up his depleted line of this ware by attempting to get rush order business through. Sometimes this is possible, but the number of times it wins against the many natural conditions that operate against it is not always encouraging.

Should the "pick-up" noticed in this line of glassware during the week be continued, and there are many reasons to believe it will, the fall offers good prospects for business in this line of glassware.

New Lighting Glassware Is Soon to Be Shown

An old saying was "variety is the spice of life." It is permissible to change this adage in the lighting goods market and have it read "variety makes an active market."

In years long since gone by the candle was the only

means of light. Next came the oil lamp, then the electric bulb. At the time of the last invention it was taken for granted by many that the final peak of perfection had been attained; but in this instance, like in all other new creations, its proper utility had to be solved. The clear electric light bulb, especially those of high voltage, when exposed, is trying on the eyes. It was not long before those interested in manufacturing and distributing lighting glass pieces of different kinds decided that the glassware and other materials could be toned down to such an extent that they would still retain their lighting qualities and yet be more pleasing in appearance. Among the plans that worked out were those for the production of the glass for indirect lighting, frosted and colored bulbs, silk, parchment and shades made from other kinds of fabric.

For the past few years the craze for lamps and shades in all imaginable colors and the activity of the brass manufacturers and those making lighting fixtures was so great that in many instances efficiency was lost sight of, the main objective being to create a demand for fancy fixtures on which small frosted bulbs were required. This fashion like all others, had its day. Now there is a tendency to produce lighting goods of various kinds that will make a mellow, pleasing and harmonizing light and at the same time answer all requirements as a diffuser of light.

At the coming exhibit of glass and pottery to be held during January at the Fort Pitt Hotel, Pittsburgh, many new creations in the lighting glass industry will be shown for the first time. The new creations will cover a rather wide scope, as they include pieces that are particularly adaptable at every place an artificial light is desired.

British Glass Situation

High-class flint glass manufacturers in England have been doing remarkably well in spite of the conflict in the coal fields, says the *Pottery Gazette and Glass Trade Review* for October. Some of them experienced trouble getting fuel for their furnaces and annealing ovens when the conflict was started in May last, but even they have come through with a much better showing than was anticipated. Those manufacturers who had sensed the trouble and provided a supply of coal, have been able to keep abreast of demand all along.

The value of oak blocks for firing furnaces was learned during the war, and being free from sulphur was a point in their favor as they rendered good service to the glass companies during the coal shortage.

Production, it is said, has been maintained, but at a high price. Outcrop coal, which has been used extensively in

his emergency, has cost about 50 per cent more than was paid for good furnace fuel before the trouble started. This, of course, adds to the cost of production and the question now is, who is to pay the increase? So far no attempt has been made by manufacturers to raise the price on glass, as has been done on pottery, on the grounds of it being a poor policy, or at least a doubtful one.

Manufacturers are turning their attention to making new designs for the holiday trade and bookings so far indicate a good Christmas business. The big London stores are said to be placing orders, which suggests that, whoever is faint-hearted, their faith in the future is unimpaired by the disastrous strife through which they have passed. Travelers in the North and elsewhere are said to be sending in optimistic reports substantiated by a fair number of orders. It is in what may be termed the "bread and butter" lines there, as it is here, that there is reason for most misgiving. Outside competition is also very keen and the situation during the past four or five months, has made the situation all the more difficult for the British producer.

The record of exports from the Birmingham consular district to the United States during the second quarter of the year shows a decline of about 10 per cent under that of the same period of 1925, and yet, the exports of glass and glassware increased from \$31,701 to \$36,314, and clay products from \$40,272 to \$50,309.

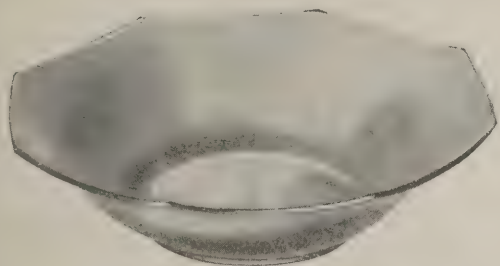
Reports from the North-Eastern district say that so far as the pressed glass industry is concerned business is al-

most at a standstill. The prolonged dispute in the coal trade has paralyzed industry in that section as elsewhere, and no one feels competent to say when anything like normal business conditions may return. Trading conditions there are as bad as they were a month ago. There is said to be no improvement and trade could be no worse than it was a few weeks ago unless it stopped altogether. Factories making the better grade of glassware are working only one or two days a week, and the outlook for the Christmas trade not good. In the bulb and tube branch of the trade business has improved somewhat. After several weeks of enforced idleness, due to a scarcity of coal, one of the large bottle plants in Tyneside has resumed operations. The plants are kept going, although orders are few, and the high price of fuel has made it necessary to advance the price of bottles.

Wills Joins the Kopp Glass, Inc.

Carl Wills, a mold maker of considerable experience and recently with the United States Glass Company in that capacity, has joined the mold making force of the above named concern.

Mr. Mills, we understand, is familiar with, and can handle milling machine work in a mold shop, which makes him a valuable acquisition to the company with which he is connected.



No. 1211-12 in. Bell Bowl

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For Gift Shops, Florists and Table Use

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BOSTON	SAN FRANCISCO
H. P. & H. F. Hunt, 41 Pearl Street	Himmelstern Bros., 718 Mission Street
Traveling Representatives	LOS ANGELES
R. B. Reineck, 1422 E. Marquette Road	Himmelstern Bros., 643 S. Olive St.
CHICAGO	SEATTLE, WASH.
R. A. Keel, 4439 Greenview Avenue	Himmelstern Bros., Terminal Sales Bldg.
CHICAGO	



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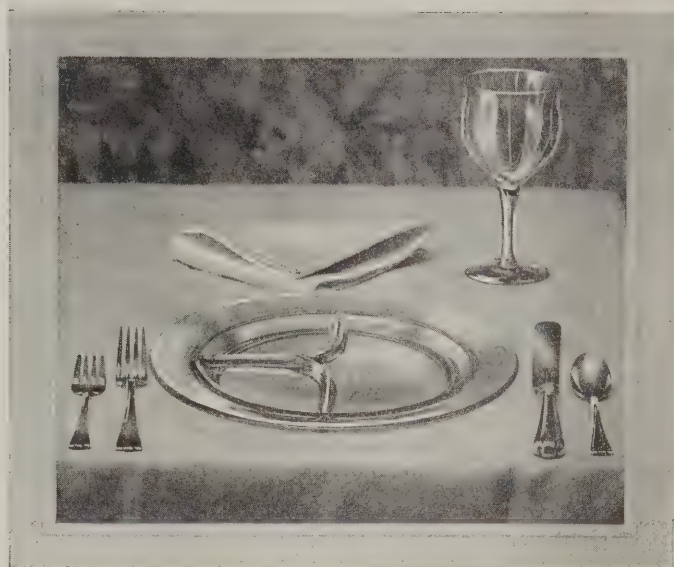
New York	Boston	Chicago
Paul Joseph, 200 Fifth Avenue	Murt Wallace, 157 Summer St.	F. T. Renshaw 30 E. Randolph St.
Philadelphia	San Francisco	Baltimore
Joseph Tomkinson, 1104 Arch St.	Marsh & Kidd, 617 Mission St.	Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative

E. B. Hill,	5453 Kenmore Ave.	Telephone Ardmore 0897
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Highest Grade of English China

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Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

What's New in New York Showrooms

Rosenthal, Thomas, Heinrich and Winterling and Lockitt Co. Showing New Lines

Lovely Decorative Effects on Rosenthal and Thomas China

ONE of the salesrooms that the buyer should not miss when making up his memorandum of calls for the New York market is that of the Rosenthal China Corp., and the Continental Ceramics Corp., 149-151 Fifth Ave., where the well known Rosenthal China and Thomas china lines are on view in a great variety of carefully selected new designs. The particular feature of the Rosenthal line is their beautiful solid ivory body. It has taken this factory years of experimenting to perfect this body and they are indeed to be commended in their achievement. The warmth and richness of the lovely ivory translucency of the ware cannot fail to attract those

who are appreciative of the beautiful while the tastefulness of the various new decorations shown on the Charming Corona shape add their share to the great interest being shown in the line. The patterns include decals, decals with enamels and the famous under-

glaze powder colors. The concern are showing twenty-five new patterns in all eight of which are carried in stock in New York. In Thomas china on a white body there is the real distinction shown throughout the line both in shape and designs that put it in a class by itself for a line that is moderately priced. The Empire shape is all that could be desired in a dinnerware service it being quite different from the ordinary, while the patterns offer one surprise after another from a point of originality in coloring, arrangement and execution. Of the fifteen new designs on view nine are being carried in New York for immediate delivery.

of the plate has an eighth inch gold band border and thin gold line. At least thirty new patterns in dinnerware are displayed all of which are excellent. Their No. 10413 which is on the Imperial shape is one that immediately catches the eye. The decoration is a fruit basket with floral garlands extending the full length of the rim and spaced equally at five intervals. The colors are combinations of red, blue, purple and green. An ivory half inch band is used on the outer edge of the plate and a thin fancy yellow and blue narrow border and thin gold line is employed around the rim. Another very pretty number is their 10444. This has already found great favor and here again a floral garland and basket effect is used. The colors of browns, blues and yellows blend harmoniously

and the decoration is completed with a Grecian style narrow border and gold line edge. In more moderately priced dinnerware a large offering is shown. The decorations of this group lean towards bird and flower treatments the colors of which are exceedingly rich,



Illustrating the Premier encrustation, one of the charming new stock patterns shown by the Rosenthal China Corp., 149-151 Fifth Ave., New York

while still others are shown in a simple border treatment. One of the features of the display is the introduction by the firm of three new shapes. These are the Senta, Empire and Parsifal. The Senta is shown on a low footed cover dish with flare handles and low knob while the Empire is a tall stately shape having a high foot and tall knob with straight handles. The Parsifal is entirely different again inasmuch as it has twelve panels and a tall dome like cover with a tall knob and square heavy handles which stand straight out. This shape is one that lends itself in an excellent manner to panel style of decorative treatments.

New Pilgrim Line Shown at Lockitt's

The showrooms of Heinrich & Winterling, Inc., 49-51 West 23rd St., offer a real treat to those who visit this firm with a view of inspecting their new 1927 sample offerings. A feature of the display is a brand new line of encrustations with broad ivory borders in widths ranging from three eighths of an inch up. There are at least a dozen of these new creations which are to be had in complete services either from stock or import. The flange

The K. P. Lockitt Co., 200 Fifth Ave., who just recently opened their new showrooms for the trades inspection are now featuring an excellent line of kitchen ware from the factory of the Morton Pottery Co., Morton, Ill., for which they are the New York representatives. Outstanding in the display is their Pilgrim line which is certainly deserving of attention. This is shown in a soft light blue color which is very pretty and is certain to

(Continued on page 31)

CHICAGO OFFICE

312

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STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Reports State Manufacturers Grabbing Up Available Exhibit Space

R EPORTS from the headquarters of two merchandising events to be held in Chicago early next year, indicate that the manufacturers are taking up the available exhibit space with rapidity. The China, Glass and Gift Association Show to be held at the Sherman Hotel on January 24 to 29 already have a large number of exhibitors booked for their event which is drawing wide-spread interest throughout the trade. The following week at the Sherman Hotel, January 31 to February 5, the Annual Housefurnishing Exhibit will be the drawing card which is expected to bring in a large delegation of buyers interested in the sort of merchandise displayed in the housefurnishing departments and household stores. The latter show already has a representative list of exhibitors who will display their new lines for the benefit of buyers, and more manufacturers are arranging to attend this exhibit each day. Details of the China, Glass and Gift Show may be had by addressing that As-

sociation at 10 S. La Salle Street, Chicago and the headquarters for the Annual Housefurnishing Show, are located at 312 S. Clark Street, Chicago. The latter event is being conducted by D. E. Crum who was exhibit manager for the Glass, Pottery, Lamps and Housefurnishing Association when that organization was holding annual displays at the Congress Hotel.

A further gain in business was reported by the large department stores on State Street last week. More favorable weather following a week's rainy spell, brought out the public in greater numbers. The celebration held on State Street between Lake and Van Buren, upon the event of the street's new lighting system, also was responsible for bringing many thousands of people into the Loop Stores the latter part of last week.

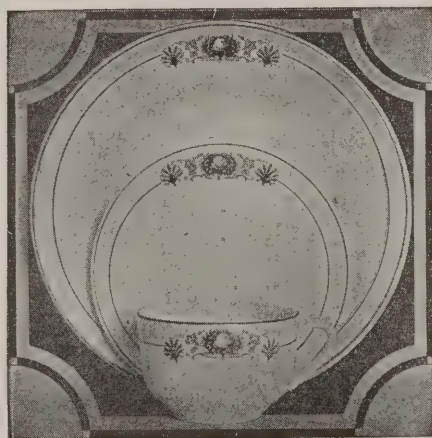
Steeh Bros., retail store at Mt. Clemens, Mich., have announced that they will rebuild following the recent fire which damaged their building.

Earl W. Steinbeck, head of the Steinbeck Company, 74 E. Roosevelt Road, Chicago, was elected president of the Gifts Art Wares & Novelties Association at the annual meeting of that organization held last week. He succeeds W. C. Owen, who has been president for almost five years and largely responsible for the big success of the Chicago Gift Shows held each August in Chicago for the past five years. Mr. Owen will continue as a member of the Board of Directors of the association. Ben Marcuse, head of the Industrial Trading Co. was elected first vice-president, the position formerly held by E. W. Steinbeck. Other officers reelected for one year were Walter Larsen, Regal Art Co., 2nd vice-president, Mrs. E. D. Leavitt, 3rd vice-president, Malvin Flesham, treasurer and Louis Kollish, secretary.

The Chicago offices of the United States Glass Co. are now featuring the new Ebon-Gold-Block decoration on black stain glass. Candle sticks in this are very effective and a wide variety of novelty and decorative glass ware is now offered in the new decoration.

The A. E. Hull Pottery Company of Crooksville, O., has just established a Chicago office under the direction of G. W. Worthington, who will maintain a display in the Morrison Hotel, room 526. The line is composed of kitchen and ornamental numbers in pottery and stone ware.

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1751 West 74th Street

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THE UNITED STATES
GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

A new display room, devoted principally to housefurnishing lines, has been opened in the Shops Building, 17 N. Wabash Ave., Mr. I. Plaut is in charge and the Ben S. Loeb housefurnishing line made in New York City, will be on display for the inspection of visiting buyers.

The Minerva Factories, Inc., Room 1018 at 77 W. Washington St., received a state charter as an Illinois corporation recently. The capital of the company is placed at \$2,500 and the business is that of manufacturing lamps, shades and novelties. E. Carlson, N. M. Petersen and E. A. Raymond are the incorporators.

The Acme Furniture Co., 447 Collinsville ave., East St. Louis, Ill., is a new retail concern incorporated with a capital stock of \$3,000. The owners are R. H. Rodawald, Elmer Menard and Daniel G. Wurst.

Figures made public last week show that the September sales of The Fair, Chicago department store, were \$2,065,-

699. A total of \$500,000 in sales in one day during that month is said to be a record among the sales of Chicago department stores. Sales for September were 13.36 per cent higher than the same month a year ago, while the total gross sales from the first of the year until the first of October are 2.4 per cent ahead of the same period for 1925.

A. V. Beotter Manufacturing Co., well known in the lamp fitting business has filed papers with the Secretary of State for a change in the name of the company to the Albrecht-Frahm Company, Inc. Offices and factory are located at 612 S. Canal Street, Chicago.

The capital stock of Albert Pick & Co., now part of Albert Pick & Barth Co. has been increased from \$13,-000,000 to \$17,200,000.

E. L. Kneale has opened a retail shop in Carroll, Ill., where he carries a line of china, glassware and art goods.

Quantitative Increase in Exports in the Fiscal Year 1925-26

E. D. Durand in Commerce Reports.

Although the money value of the exports of the United States in the fiscal year 1925-26 showed a slight decline, breaking the record of uninterrupted gains since 1921-22, a careful calculation just completed shows that this was wholly due to a lower price level and that quantitatively the increase has been in fact unbroken. The value of domestic exports during the fiscal year ending June 30 last was 2.6 per cent less than the year before, but a weighted average of the prices of export commodities shows a decrease of nearly 4 per cent in this respect, so that there was an actual quantitative gain of between 1 and 2 per cent in our export trade.

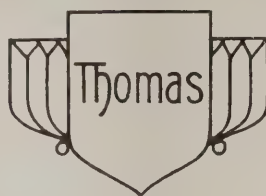
This decline in the average prices of exported commodities set in with the last quarter of the calendar year 1925. For approximately two years preceding that time there had been very little variation in the export price index. Taking the average prices of the three years 1923 to 1925

as a base, the index for the third quarter of 1925 was 100.8. In the last quarter it fell to 97.3, in the first quarter of 1926 to 94.9, and in the April-June quarter to 93.7. The decrease in the price index is largely attributable to lower prices of cotton, although a number of other important commodities also show some decline.

It may be noted further that the only major commodity to show a large decrease in quantity exported during the fiscal year 1925-26 was wheat, the crop of which in 1925 had been exceptionally poor. If the trade in wheat were eliminated, our exports in the fiscal year would have shown a very considerable quantitative increase.

In contrast with the fall in average export prices, the average prices of our imports were higher in the fiscal year 1925-26 than in the year preceding. The advance was in the neighborhood of 5 per cent. The increase in the money value of imports was nearly 17 per cent, but had

(Continued on page 31)



Thomas China

CONTINENTAL CERAMICS CORPORATION
takes pleasure in announcing to the trade that

SIX

unusually attractive *new stock patterns* have been added to the very popular ones introduced last year. The trade has made this imperative, because apart from the beauty of the THOMAS body and the attractive decorations, the public prefers

Thomas Empire Shape

This shape with its rich gold treatment places this popular priced dinnerware in a class by itself.

The happy combination of

Thomas Patterns *and* Empire Shape

mean increased turn overs in the China Department.

Continental Ceramics Corporation

149-151 Fifth Avenue
Corner 21st Street, Ninth Floor

New York





ROSENTHAL *Ivory China*



The discriminating American public has shown its decided preference for the new

Rosenthal Ivory Body

Due to the overflow of orders which we have received our present tremendous stock of EIGHT

Rosenthal Ivory Patterns

is being taxed to utmost capacity.

We shall, therefore refrain temporarily from advertising this outstanding and radically different product in order to allow our factories to catch up with the demand.

We lament the fact and realize our inability to reach everyone through personal representation and, therefore, samples of our

Eight
Ivory Stock Patterns
will gladly be sent upon request

The
Rosenthal China Corporation

149-151 Fifth Avenue
Corner 21st Street, Ninth Floor
New York

Spode's Dresden Rose



The accompanying illustration shows Spode's "DRESDEN ROSE" pattern on bone china. The shape is considered a classic in English China, and was originally modelled for the Duke of Sutherland from a famous old silver service.

The applied decoration is painted in warm rich enamel sprays, the edge and handles being lined with best burnished gold.

Stock carried in New York City

Send for samples and prices

Copeland & Thompson, Inc., 206 Fifth Avenue, New York

**American China
for
American Homes**

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere	fancy
Highland	plain
Pilgrim	octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Carrollton, Ohio
14 Kilns

Factories

Scio, Ohio
9 Kilns

TRADE MARK
CARROLLTON
H
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

Study Made of Pottery Industry

Bulletin 412 of the Bureau of Labor Statistics which shows the results of a study of the pottery industry in the United States is now available for distribution. The study was limited to potteries engaged in the production of semi-vitreous or vitreous general ware which means tableware almost entirely.

The distinction between semi-vitreous ware and vitreous ware depends in part on the material used and in part on the temperature in firing. In general semi-vitreous ware is made for use in the home and vitreous ware for hotels and restaurants, although some hotel ware is made in semi-vitreous plants.

The potteries included in the report are located in Ohio, New Jersey, Pennsylvania, New York, West Virginia, Maryland, Tennessee and Virginia.

The average earnings per hour by occupations for males in the semi-vitreous plants range from 32.5 cents for straw boys to \$1.273 for boss bisque kiln placers, and for females from 24.8 cents for dusters to 52.8 cents for gilders and liners. In vitreous plants the average hourly earnings for males range from 29.2 cents for turners' spongers to \$1.249 for boss bisque kiln placers, and for females from 23.5 cents for gold stampers to 63.5 cents for gilders and liners.

The nominal full-time hours of operation of the great majority of the potteries are 9 per day except on pay Saturday, when 8 hours constitute a day's work. In actual practice a large number of employees, especially piece workers, work less than 9 hours per day. Some divisions, especially the dipping room, clay shop, and kilns, frequently do not work more than 6 or 7 hours per day.

At the time of the study trade was slack and there was considerable lost time. Male employees in all occupations combined in semi-vitreous potteries worked an average of 74.4 hours in the two weeks period studied and earned in that time an average of \$52.44. Females averaged 69.0 hours in the two weeks and earned an average of \$26.54. Males in vitreous plants averaged 83.5 hours and \$53.25, and females averaged 77.4 hours and \$25.47. The reason for the difference in the earnings of males and females is that very few females are employed in the high skilled and high paid occupations.

In 1912-13 the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce made a study of the pottery industry and in its report shows average hourly earnings by occupations. A comparison shows that hourly earnings in the pottery industry as a whole have more than doubled in the 12-year interval. As examples, the earnings of jiggermen in semi-vitreous potteries increased 98 per cent, sagger makers, 112 per cent, dippers 98 per cent, bisque kiln placers 120 per cent, and dressers 114 per cent.

It is of interest to note that while the earnings of the jiggermen increased 98 per cent, the rate for jigging a standard size dinner plate increased only 61 per cent, and that while the earnings of bisque kiln placers increased 120 per cent, their piece rate increased only 68 per cent, the increase in earnings being due to speeding up in pro-

duction per man per hour as well as increases in piece rates.

The speed of the workmen in a pottery is noticeable even to a casual visitor. Some idea of this may be gained from the fact that 58 crews in semi-vitreous potteries each consisting of a jiggerman, a batter out, a mold runner, and a finisher, with a clay carrier about one-eighth of his time, formed or shaped an average of 337 plates 9 inches in diameter, per hour, per crew; and that 42 crews each consisting of a jiggerman, a baller, a mold runner, and a clay carrier about one-eleventh of his time, formed or shaped an average of 636 ordinary sized tea cups, per hour, per crew.

Preliminary Summary for September

Business activity in September continued to register gains over the corresponding period of last year, according to preliminary figures covering the first three weeks of the month, according to the United States Department of Commerce's Survey of Current Business. Larger production of bituminous coal, beehive coke and petroleum was recorded than a year ago, while lumber output showed a decline. New contracts awarded for building construction showed little change from the level of a year ago.

Receipts of wheat were on about the same level as last year, while cotton receipts were running smaller. Receipts of cattle were larger than in August, 1925, while hog receipts showed a decline. Wool receipts at Boston were running lower than last year.

Wholesale prices were stronger than in July, but were still below the levels of a year ago, with cotton prices showing a decline from both periods and iron and steel prices, an increase.

Check payments, indicative of the general volume of trade, were larger in September than a year ago. Distribution of goods, as seen from figures on carloadings, was higher than at any time on record. Interest rates, both on call loans and time funds, averaged higher than in either the previous month or September, 1925. The Federal reserve ratio averaged lower than in August, but was on about the same level as a year ago. Loans and discounts of Federal reserve member banks reached their highest since these figures became available. Stock prices showed little change from the previous month but were higher than a year ago. Business failures were less numerous than in either the previous month or September, 1925.

Jumbled Type

In the October 7th issue of the CROCKERY AND GLASS JOURNAL there appeared an item announcing the Golden Jubilee Sale of the Fair Store, Chicago, Ill., marking the store's fifty-first anniversary. The item further stated that "Pete" Rinkin was planning this event.

The store's Golden Jubilee was held last year, the sale, however, marks the store's fifty-first anniversary.

"Pete" Rinkin is buyer for the Boston Store and never has been connected with the Fair.

October Will Determine Business Situation

October, which begins the final quarter of the year, will probably decide whether this present period of well sustained prosperity has begun to give way to a long, slow decline in business, or whether instead this span of good times is to be still further extended, states the Cleveland Trust Co.'s *Better Business Bulletin*. If there is but slight increase in trade and industry, transportation and finance, during this month, then the tops of this business cycle, and of this stock market are probably behind us. If, however, the records of the month show still greater figures for such business indicators as iron and steel output, building construction, automobile production, car loadings, and bank debits, then we may well conclude that this period of active business expansion is to have still another lease of life.

This tenth month of the year normally has crowded into its 31 days greater volumes of industrial production, of commercial transactions, of transportation, and of financial operations than has any other month in the year. Business usually slows down decidedly in the winter, and somewhat in the summer. It is active in the spring, and it reaches the top of its high tide in October. This year there was little or no summer lull. Business went forward in exceptionally large volume, and if it still has such impetus and momentum as to make new high records this month it will probably prove to be the case that a good winter season, and a spring time of still further business expansion are ahead. The prospects for this sort of a rosy development seem rather remote.

If the events of this autumn indicate that the top of the present business cycle is behind us, and that declining trade, and industry, and transportation are in prospect, we may be rather confident that the recession will be gradual rather than drastic, and protracted rather than brief. The reason for this is that there is no credit stringency in prospect, and because this is so, no sudden decline in business activity is likely.

The history of American business during the past 50 years shows that sudden declines in business and industrial activity have come when there existed a genuine credit stringency. The slow and gradual recessions have been less numerous than the sudden ones, and without exception they have started, and run their courses, in times of relative ease of credit. Short-time money rates are at present well above their levels of last summer, and still further above their figures for last year or the year before. It seems probable that they will remain about as they are for some weeks to come, but it is not at all probable that anything like a credit stringency can develop.

What is apparently happening is that there now exists a less favorable balance of conditions among the fundamental factors that constitute the sound basis for a period of sustained prosperity than did exist last year and the year before. The change has come gradually, and it will probably continue still further. Its symptoms are to be noted in stiffer money rates, declining foreign trade, lessened demand for building construction, increased competitive

price-cutting in the automobile industry, and falling purchasing power in the agricultural sections. For these reasons it seems probable that few notable new high records will be made this October, and that despite the prospects for unsurpassed good holiday trade, the activity of industry in general, and of the heavy industries in particular, is more likely to be entering upon a decline than to be starting on another long advance.

Last year was a highly profitable one for American industry in general, and this year promises to be even better. Nevertheless, such generalization should not be interpreted to mean that good times result in prosperity for all lines of industry, or that, conversely, hard times are hard for all. The fortunate fact is that the profits of diverse sorts of manufacturing and trade do not all increase or decline together.

In the diagram the heavy lines show the varying profits over the past seven years of six groups of companies, including in all some 46 leading firms.

Mail Order Business Increases

Following will be found a summary of sales of mail-order business houses and chain stores for August, 1926, with comparisons for the preceding month and the like period a year ago:

	Aug., 1926	Aug., 1925	July, 1926
Mail-order			
Sears-Roebuck	\$19,604,621	\$16,946,972	\$20,011,479
Montgomery Ward ...	12,667,432	11,801,892	11,983,553
Total	\$32,272,053	\$28,748,864	\$31,995,032
Chain stores			
F. W. Woolworth	\$19,015,330	\$18,781,293	\$19,395,272
S. S. Kresge	8,713,235	8,178,457	8,885,875
J. C. Penney	8,083,337	6,582,140	8,326,839
McCrory Stores	2,493,161	2,329,191	2,459,339
F. & W. Stores	702,617	622,305	789,114
People's Drug	501,562	412,223	519,713
Neisner Bros.	339,374	233,791	345,192
Fannie Farmer	228,782	192,380	208,475
S. H. Kress	3,853,909	3,380,698	3,696,118
Childs Co.	2,189,487	2,108,806	2,050,235
W. T. Grant	2,005,984	2,005,984	2,416,604
Southern Dairies	1,233,201	986,466	1,358,457
David Pender	813,013	691,056	932,440
Metro. Stores	800,932	663,670	830,927
Silver Bros.	314,299	248,470	399,212
Total	\$51,288,223	\$47,416,930	\$52,613,812
Grand total	\$83,560,276	\$76,165,794	\$84,608,844

	Eight months 1926	Eight months 1925	Change %
Mail-order			
Sears-Roebuck	\$166,237,923	\$152,262,838	I 9.2
Montgomery Ward	119,867,685	105,070,429	I 14.0
Total	\$286,105,608	\$257,333,267	I 11.1
Chain stores			
F. W. Woolworth	\$145,614,497	\$137,907,303	I 5.5
S. S. Kresge	67,436,417	60,343,014	I 11.7
J. C. Penney	62,483,198	48,133,879	I 29.8
McCrory Stores	19,153,070	16,559,145	I 15.6
F. & W. Grand	5,894,322	4,446,463	I 32.5
People's Drug	3,859,490	3,410,126	I 13.2
Neisner Bros.	2,154,685	1,327,651	I 62.2
Fannie Farmer	1,950,351	1,448,816	I 34.6
S. H. Kress	29,238,140	25,758,992	I 13.5
Childs Co.	16,876,955	15,559,317	I 8.7
W. T. Grant	19,183,278	16,413,472	I 16.0
Southern Dairies	7,854,730	6,100,691	I 28.7
David Pender	6,784,911	5,206,236	I 30.3
Metro. Stores	5,927,608	4,582,549	I 29.6
Silver Bros.	2,470,412	2,217,052	I 11.5

(Continued on page 31)



A MORECROFT PRODUCT

Glass Lamps

IN A GREAT VARIETY
OF SHAPES, DESIGNS,
COLORS AND PRICES.

Early American

and tall slender graceful
lamps in light and *pol-
ished mitre* cuttings in
crystal and colors are best
sellers in representative
lamp departments at the
present time.

SAMPLES WILL
BE SENT EX-
PRESS PAID.

Ideal Cut Glass Co.

F. L. Morecroft, President

Canastota, N. Y.



No. 2001

A Colorful Vanity Set to Retail for \$1.00

THE decoration of the No. 2001 Vanity Set is an eye catching combination of brilliant colors, red, yellow, blue and black. Three useful pieces that you can retail at profitable low prices in big quantities.

Packs 12 dozen per bbl.
Shipping wt. 160 lbs.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.



FROM FAR AWAY JAPAN
OBJECTS OF ART HAVE ARRIVED
RIGHT KINDS THAT SELL AT ONCE

YULE-TIDE SEEMS TO BECKON
OLD STOCKS CALL FOR NEW
UNITED TOGETHER "BRING HOME
THE BACON"

*This is the last call before the
cream of our new importations is
entirely skimmed.*

CATALOGUE ON REQUEST

MOGI MOMONOI & CO., INC.

Importers of Japanese Goods

105-107 East 16th St.

NEW YORK

CHICAGO OFFICE

Mallers Bldg., 5 So. Wabash Ave.

New York Imports

October 14

S. S. American Shipper from London

Davies, Turner & Co., 2 cases earthenware

S. S. Havre Maru from Kobe, Japan

Wanamaker, J., 5 cases earthenware

From Nogoya via Yokkaichi

Ross, H., Co., 15 cases earthenware

Bloch, L. D., & Co., 284 cases porcelain and earthenware, 10 cases porcelain

Taiyo Trading Co., 85 cases porcelain

Mogi Momonoi & Co., 2 cases lacqueredware, 122 cases porcelain and earthenware

Byrnes, W. J., & Co., 18 cases porcelain

Haruta & Co., 115 cases porcelain and earthenware

From Yokohama, Japan

Kresge, S. S., & Co., 34 cases glassware

Morimura Bros., 39 cases woodenware, etc.

Mogi Momonoi & Co., 47 cases curios

Five Seas Trading Corp., 45 cases glassware

Woolworth, F. W., & Co., 5 cases toys, 33 cases glassware

S. S. Pipestone County from Havre, France

Andrews, D. C., & Co., 7 cases earthenware

New York Mdse. Co., 27 cases glassware, etc.

Stern Bros., 5 barrels earthenware

Ovington Bros., 13 cases earthenware, 3 cases glassware

American Shipping Co., 53 cases earthenware

Levy Bros. China Corp., 12 cases crockery

Schakman, B., & Co., 1 case crockery, 11 cases toys

Mitchel-Bissell Co., 11 cases crockery

Heinrich & Winterling, Inc., 29 cases crockery

Straub, P. A., & Co., 20 barrels crockery

Globe Shipping Co., 10 packages earthenware

Rehberger & Saul, Inc., 7 cases crockery

Butler Bros., 385 cases toys, crockery, etc.

New York Merchandise Co., 433 cases toys, crockery

Goetz, O., 52 cases crockery

Lazarus & Rosenfeld, 1 case toys

Rehberger & Saul, Inc., 27 cases toys

October 15

S. S. Westphalia from Hamburg, Germany

Silverman, F. P., 4 cases glassware

Benziger Bros., 3 cases china

Ruhe, F. H., 37 cases hollowglass

Atlantic Forwarding Co., 12 cases hollowglass

Weiss & Biheller, 13 cases glassware

Eimer & Amend, 19 cases earthenware

Henningson, F., Co., 22 cases earthenware

Owen, W., 1 case crockery

Morris, Mann & Reilly, 6 cases crockery

Straub, P. A., & Co., 16 cases glassware

Block, J. L., & Son, 5 cases crockery

Gallagher & Ascher, 6 cases crockery

Borgfeldt, G., & Co., 9 cases crockery, earthenware

Wolf, L., & Co., 63 cases toys

Plummer, W. H., & Co., 26 cases earthenware, hollowglass

Reimer, F. C., & Co., 64 cases crockery

Berner & Co., 1 case crockery

McFaddin, H. G., & Co., 48 cases lamp shades

Atlantic Import Co., 10 cases lamp shades

Hirsch, J. B., Co., 5 cases glassware

Modern Braid Co., 41 cases glassware, crockery

Order, 1 case porcelain

S. S. Baltic from Liverpool, England

Davis, Collamore & Co., 3 casks chinaware, 1 cask glassware

Wanamaker, J., 1 cask earthenware

Bernard, J. E., & Co., 1 cask earthenware, 1 crate earthenware

Rowland & Marsellus Co., 6 crates earthenware, 1 cask glass, 1 cask china

Edmiston, H. C., 7 packages crockery

Borgfeldt, G., & Co., 1 hoghead earthenware, 1 crate earthenware

Plummer, W. H., & Co., 1 cask china, 2 hogheads earthenware

Gerlach, F. C., 11 hogheads earthenware, 3 casks earthenware

Fondeville, A. J., & Co., 10 packages earthenware

Maddock & Miller, Inc., 3 casks china, 26 packages earthenware

Gimbel Bros., 2 crates crockery

Tiffany & Co., 3 casks earthenware, 1 cask china

Boote, E., 8 packages earthenware, 4 packages china

Lazarus & Rosenfeld, 28 crates earthenware

Meakin & Ridgway, Inc., 13 casks china, 32 packages earthenware

Plummer, W. H., 2 casks china

S. S. Homeric from Southampton, England

Haviland China Co., Inc., 27 casks porcelain

Streiff, C., 21 casks porcelain

Vogt & Dose, 18 casks porcelain

Tharaud, J., 11 casks porcelain

Wanamaker, J., 8 casks porcelain

Downing, R. F., & Co., 8 casks porcelain

Mallory Line, 1 cask porcelain

October 16

S. S. Calcutta Maru from Kobe, Japan

Mogi Momonoi & Co., 20 cases curios, 3 cases earthenware

Ross, G., Co., 2 cases woodenware, 7 cases earthenware

From Yokkaichi

Loeser, F., & Co., 5 cases porcelain

Butler Bros., 11 cases porcelain

New York Mdse. Co., 74 cases porcelain, 2 cases antimony ware

Tuska, A. L., Son & Co., 63 cases porcelain and earthenware

Thomsen & Co., 10 cases porcelain

Woolworth, F. W., & Co., 118 cases toys, porcelain, etc.

Kress, S. H., & Co., 24 cases porcelain

New York Mdse. Co., 18 cases earthenware, 69 cases porcelain

Momonoi & Co., 1 case lacquered ware, 100 cases porcelain

Haruta & Co., 122 cases porcelain

Mohawk Novelty Co., 5 cases porcelain

Byrnes, W. J., & Co., 25 cases porcelain

Woolworth, F. W., & Co., 65 cases glassware

October 18

S. S. Isthia from Genoa, Italy

Order, 5 cases glassware

Granata, G., & Co., 19 casks earthenware

Galassi Co., Inc., 60 casks earthenware

Sullivan, W. C., & Co., 1 case earthenware

S. S. Mauretania from Southampton, England

Saks & Co., 1 case earthenware, 1 case glassware

Bane & Hill, 3 cases glassware, 1 case china

October 19

S. S. Vincent from Havre, France

Herbert Neuworth, Inc., 1 case chinaware

N. Y. Mdse. Co., 26 cases glassware

American Shipping Co., 7 cases earthenware

Abraham & Straus, 2 cases glassware

Ruegger, C. R., 1 case earthenware goods

S. S. Duillo from Naples, Italy

Order, 24 cases earthenware

Andrews, D. C., & Co., 12 cases glassware, etc.

Michaelen, L. A., 1 case porcelain

Cofod, A. J., Co., 4 cases china, 4 cases pottery

Oyerton & Co., 1 case china

S. S. Karpfanger from Hamburg, Germany

American Express Co., 14 cases hollowglass

Chatham & Phoenix Nat. Bank & Trust Co., 39 cases crockery

Lunham & Reeves, 1 case earthenware

Basch, S., Import Corp., 100 cases earthenware

Weiss & Biheller, 164 cases glassware

Weiss & Biheller, 50 cases glassware

Silverman, C., 16 cases toys, crockery

Phoenix Shipping Co., 3 cases crockery

Vandegrift, F. B., Co., 18 cases porcelain

Frankel, J., & Co., 58 cases toys, glassware, etc.

S. S. President Harding from Bremerhaven, Germany

Transatlantic Shipping Co., 2 cases earthenware

Barth, L., & Co., 19 casks crockery

Tomby, B., & Co., 7 casks crockery

Grant, W. T., Co., 59 cases toys, glassware, etc.

October 20

S. S. Berlin from Bremen, Germany

Borgfeldt, G., & Co., 6 cases glassware

Irwin, J. D., 11 cases crockery, hollowglass, etc.

Page-Madden Co., Inc., 13 cases earthenware

Globe Shipping Co., 4 cases hollowglass

Kuyper, P. C., & Co., 3 cases hollowglass

Sullivan, W. C., & Co., 48 packages china

Phoenix Shpg. Co., 17 cases crockery, glassware, etc.

Borgfeldt, G., & Co., 96 cases toys, crockery, etc.

S. S. Albert Ballin from Hamburg, Germany

Bengol Trading Corp., 9 cases glassware

Atlantic Fwdg. Co., 16 cases hollowglass

Straub, P. A., & Co., 6 cases glassware, 1 case china

Davis, Collamore & Co., 6 cases hollowglass

Borgfeldt, G., & Co., 3 cases glassware

(Continued on page 30)



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

45 East 17th Street

-:-

New York

This winter more women will entertain and most women will want fine china



No. 8021 is a Heinrich masterpiece, on the beautiful Manchester shape.

The unerring accuracy with which this fine line pattern is applied is a great achievement in the art of china making.

Thousands of people have demonstrated their liking for the classic Greek key pattern, the simplicity of the black and gold color scheme, the richness of the half matt gold handles.

See for yourself. Send for samples. Original packages available at once, as well as open stock.



HEINRICH & CO.'S
mark is an
Assurance of Quality

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.
ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

"Ceramic Dictionary"

Copyrighted

By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price \$2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, Inc.

Publishers

45 East 17th St.

New York

Glass Imports and Exports

Government figures on this country's glass and glassware imports and exports have been reported in the Monthly Summary of Foreign Commerce, issued by the Department of Commerce. First presented are the imports in comparative columns for the eight months ending with August, 1925, and the same period of 1926:

Articles	1925	1926
Window glass.....	\$ 1,762,681	\$ 2,198,186
Plate, unsilvered	5,432,624	6,026,241
Bent, ground, etc.	386,618	376,494
Containers—Bottles, vials, etc.	117,133	189,767
Table and kitchen utensils.....	80,365	53,870
Cut or decorated	1,343,813	1,728,569
Bottles, ornaments	735,364	1,012,899
Bulbs and electric lamps	129,107	141,621
Chimneys, globes, etc.	725,571	680,619
Articles and utensils for chemical and other purposes	217,793	374,374
Other dutiable	708,129	919,881
Totals	\$11,639,198	\$13,702,521

During the eight months ending with August, 1926, 54,089,062 pounds of cylinder, crown and sheet glass unpolished came in, valued at \$2,198,186; compared with 33,301,476 pounds, valued at \$1,762,681 during the corresponding period ending with August of the previous year.

Ending with August, 1926, 18,255,361 square feet of plate glass, valued at \$6,026,241 were landed in this country during the eight months, in comparison with 11,878,789 square feet at \$5,432,624 in the same period in 1925.

The value of imports during the month of August, 1926, is here compared with the same month of 1925:

Articles	1925	1926
Window glass	\$ 161,515	\$ 222,736
Bent, ground, etc.	43,111	28,248
Plate, unsilvered	533,636	732,156
Bottles, vials, etc.	14,529	21,923
Kitchen utensils	21,929	8,829
Cut or decorated	236,500	300,992
Bottles, ornaments, etc.	219,222	209,614
Electric lamp bulbs	8,926	14,585
Chimneys, globes, shades	77,571	78,859
Chemical, scientific and experimental....	41,112	38,383
Other dutiable	124,629	112,050
Totals	\$1,482,680	\$1,768,375

In August, 1926, there were 2,214,876 square feet of unsilvered plate glass, valued at \$732,156 imported, compared with 1,174,536 square feet, valued at \$533,636 for the corresponding month of 1925.

Window glass was imported during the month of August, 1926, to the amount of 6,815,768 pounds, valued at \$222,736, compared with 2,934,816 pounds, valued at \$161,515 in August, 1925.

GLASS EXPORTS OF 8 MONTHS COMPARED

Exportations of glass and glassware during 8 months ending with August, 1926, compared with exports for the corresponding months of the previous year, are as follows:

Articles	1925	1926
Window glass	\$ 103,251	\$ 120,255
Plate, unsilvered	265,221	197,813
Other window and plate	175,099	162,688
Bottles, vials and jars	2,007,990	1,966,948
Tableware, plain	1,154,352	1,072,223
Cut or engraved	102,043	117,380
Chimneys and globes	239,772	279,635
Globes and shades	320,789	368,660
Chemical glassware	124,125	132,720
Electrical glassware	187,066	337,497
Other n.e.s.	953,724	1,133,298
Totals	\$5,633,432	\$5,889,117

Exportations of window glass during eight months ending with August, 1926, totaled 21,417 fifty-foot boxes, valued at \$120,255 compared with 18,114 boxes, valued at \$103,251 during the corresponding period a year earlier.

Plate glass unsilvered was exported to the amount of 775,572 square feet, valued at \$197,813 during the eight months ending with August, 1926, in comparison with 954,622 square feet, valued at \$265,221 exported in the corresponding period of 1925.

Other window and plate glass n. e. s. exported, during the eight months ending with August, 1926, amounted to 1,562,593 pounds, compared with 1,457,800 pounds exported during the eight months ending with August, 1925.

The value of exports during the month of August, 1926, compared with August, 1925, is set forth here:

Articles	1925	1926
Window glass	\$ 8,522	\$ 10,654
Plate glass	29,454	25,251
Other window and plate	37,201	27,826
Bottles, vials and jars	199,904	268,406
Tableware, plain	140,606	115,225
Cut or engraved	14,672	10,527
Chimneys and globes	37,512	31,354
Globes and shades	46,284	43,949
Chemical glassware	20,313	15,003
Electrical glassware	23,917	30,034
Other n.e.s.	123,184	132,808
Totals	\$681,569	\$711,037

(Continued on page 31)



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

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AGGRESSIVE salesman wanted to sell as a side line our high grade cut glass both in crystal and colored. We have some very good territory now open. Tiffin Cut Glass Co., Tiffin, Ohio.

EXHIBITOR SEEKS LINE

EXHIBITOR with space in the Chicago American Furniture Mart looking for live china and glass line for 1927 to show in building and have exclusive Chicago territory. Address Box 575, CROCKERY AND GLASS JOURNAL.

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POSITION as traveling salesman; ten years' road experience with Fancy and Decorated Glass and China gold encrustation lines. Personal acquaintance of buyers covering all large cities West, South and Texas. Employed at present. Would like to make change November 1st. Address Box 574, CROCKERY AND GLASS JOURNAL.

Buyers in New York

OCTOBER 14, 1926

C. G. Campbell, housefurnishings, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

C. Hansen, housefurnishings, Wm. Taylor Son & Co., Cleveland, O., 1440 Broadway.

P. M. Jellinske, housefurnishings, Dayton Co., Minneapolis, Minn., 1440 Broadway.

OCTOBER 15, 1926

Mr. Moreland, housefurnishings, china, Mendel & Harris, New Haven, Conn., 115 West 30th St. (B. F. Levis).

OCTOBER 16, 1926

F. C. Day, housefurnishing goods and toys, Hills, McLean & Haskins, Binghamton, N. Y., 116 West 32nd St., Room 1402.

S. Beck, toys, Fitch-Goettinger Co., Dallas, Tex., 128 West 31st St., 7th floor.

OCTOBER 19, 1926

C. M. Scott, china and glassware, Z. L. White Co., Columbus, Ohio, 171 Madison Ave.

C. M. Bristol, toys and gift packages, Grand Rapids, Mich., Herpolsheimer Co., 1150 Broadway.

Miss E. Kerwin, gifts and toys, Gross-Straus, Worcester, Mass., 116 West 32nd St., Room 1402.

R. M. Dean, toys, R. H. White Co., Boston, Mass., 452 Fourth Ave.

P. Bini, gift novelties, Hahne & Co., Newark, N. J., 17 East 39th St.

H. Hochberg, toys, L. S. Plaut Co., Newark, N. J., 455 Seventh Ave., 17th floor.

R. E. Evans, housefurnishings, china, glassware, N. J. Adam & Co., Buffalo, N. Y., 17 East 39th St. (Assoc. D. G. Co.), 3rd floor.

OCTOBER 15, 1926

Miss M. W. Coverly, gifts, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

S. Beck, gift and novelties, Titch-Goettinger Co., Dallas, Tex., 128 West 31st St., 7th floor.

Mrs. Geary, toys, Wm. Filene's Sons Co., Boston, Mass., Mr. O'Brien, 1440 Broadway.

R. E. Evans, housefurnishings, china, glassware, J. N. Adam & Co., Buffalo, N. Y., 17 East 39th St. (Associated Dry Goods Corp.).

C. M. Bristol, toys, Herpolsheimer Co., Grand Rapids, Mich., 1550 Broadway.

C. Smith, china, glassware, toys, houseware, Brown, Thomson & Co., Hartford, Conn., 240 Madison Ave.

PETER POTTER



Peter Potter says: Now ez th' time to get out in th' country 'n hike over the mountains. Although it is a sad time of th' year with th' leaves a fallin it is nevertheless very beautiful and inspiring to th' soul.

New York Imports

(Continued from page 26)

Carstens, C. & E., 4 cases crockery
Commonwealth Bank, 5 cases crockery
Freedman & Slater, 6 cases earthenware
Khouri, A. N., & Bro., 2 cases earthenware, 1 case hollowglass
Bing, F., & Co., 3 cases earthenware, 1 case glassware
Globe Shpg. Co., 4 cases crockery
Inwald, J., Glass Co., 2 cases hollowglass
Wolf, L., & Co., 25 cases toys, glassware, etc.
Jones, A. D., 2 cases crockery
Andrews, D. C., & Co., 19 cases hollowglass
Gavin, J. J., & Co., 5 cases glassware
Meyrowitz, Wolf, 4 cases earthenware
Sullivan, W. C., & Co., 2 cases glassware, 1 case crockery
Hauptman, 10 cases porcelainware
Schenkers, Inc., 68 cases glassware, toys, etc.
Koscherak Bros., 12 cases crockery
Woolworth, F. W., & Co., 4 cases glassware
Straus, N., & Sons, 74 cases crockery, hollowglass
Wolf, L., & Co., 13 cases toys, crockery
Phoenix Shpg. Co., 2 crates earthenware
Friedlaender, O. O., 34 cases glassware
Gimbel Bros., 69 cases glassware
Wanamaker, J., 17 cases crockery
Joseph, S., & Co., 1 case crockery
Neuwirth, H., 7 cases glassware
Decorative Plant Co., 8 cases earthenware, 1 case glassware
Abraham & Straus, 7 cases crockery, etc.
Singer Bros., 8 cases glassware, toys, etc.
Phoenix Shpg. Co., 278 cases toys, crockery, etc.
Gunthel, A. B., 109 cases glassware
Gary, Eigner, 5 cases crockery

(Continued on page 31)

Mehcanical Show

(Continued from page 11)

onstrated practically by the rotor ship which visited New York in May, 1926, will be explained by the use of many models and the use of interesting moving pictures. The second important educational exhibit is a method of laying out piping of power plants by isometric drawings. The third exhibit will be under the auspices of the Museum of the Peaceful Arts, which is engaged in the development of plans for a great industrial museum in New York City.

Five hundred exhibitors will occupy the four floors of the Grand Central Palace in this great exposition of all types of mechanical equipment which will be held during the week beginning December 6, 1926. The show will be paralleled by meetings of two great American technical societies. The American Society of Mechanical Engineers will hold its meeting in the Engineering Societies Building during the first four days of the week and the American Society of Refrigerating Engineers will hold its sessions at the Hotel Astor for three days starting Tuesday, December 7, 1926.

New York Showroom

(Continued from page 17)

appeal at once to the housewife inasmuch as it will blend in perfectly with almost any kitchen color scheme. The assortment of items are wide and varied. Almost anything necessary for the kitchen is to be had such as mixing bowls of all sizes, crocks, jugs, beater bowls, custards, casseroles, nappy sets and tea pots. In addition to this line there is a showing of yellow mixing bowls from the same factory that also merits mention. These run from four inches up to thirteen inches in size and are very light in their weight which permits of a saving in freight and packing charges. A new line of mottled ware is still another of the attractions to be viewed at this showroom. This is something brand new. The mottle is a dark green in color which against a yellow back ground gives a very pretty effect. Their line of tea pots in this ware is excellent and presents a wide range of shapes and sizes. All of these lines are highly glazed, lustrous and well vitrified and are so attractively priced that the retailer who stocks them is assured of quick turnover and handsome profit.

Owing to an error the caption under the illustration of the new Rosenthal Gladmere Stock Pattern in last week's issue was called glassware, when it should have been Gladmere.

Exports Increase

(Continued from page 19)

there been no advance in prices it would have been in the neighborhood of 10 per cent. As is well known, the great rise in the price of rubber was a major factor in swelling the value of our imports. Starting with the beginning of 1925 the index of the prices of imported com-

modities (1923-25 taken as 100) has varied as follows: January-March, 1925, 104.4; April-June, 103.4; July-September, 105.1; October-December, 111.1; January-March, 1926, 113.2; and April, June, 1926, 108.1. The maximum was thus reached in January-March of this year, at which time average import values of rubber per pound were at an unparalleled level. The decline in the import price index for the second quarter is largely due to the marked fall which then took place in rubber.

Mail Order Business

(Continued from page 24)

Total	\$396,882,064	\$349,414,706	I 13.5
Grand total	\$682,987,672	\$606,747,973	I 12.5

Mail-order sales (two houses) showed an increase of eight-tenths of 1 per cent over July and 12.3 per cent over August a year ago. The fifteen chain stores reporting for August revealed a decrease of 2.5 per cent from July, but an increase of 8.1 per cent over August last year. The combined sales of chain stores and mail-order houses for August were 1.2 per cent smaller than in July, but were 9.7 per cent greater than the like month a year ago. For the first eight months of this year mail-order sales gained 11.1 per cent over the same period last year; chain stores 13.5 per cent, and the combined sales of both 12.5 per cent.

Glass Imports

(Continued from page 29)

During August, 1926, 1,941 fifty-feet boxes of window glass were exported, valued at \$10,654, and during August, 1925, 1,729 fifty-feet boxes, valued at \$8,522.

Exports of plate glass during August, 1926, totaled 80,378 square feet, valued at \$25,251; in August of 1925, 103,586 square feet, valued at \$29,454.

New York Imports

(Continued from page 30)

Heinrich & Winterling, Inc., 2 cases glassware
Ovington Bros., 9 cases earthenware, etc.
Kahla China Corp., 29 cases crockery
Lazarus & Rosenfeld, Inc., 15 cases toys
Justin, Tharaud, Inc., 9 cases crockery
Rosental China Corp., 52 cases crockery
Rehberger & Sons, Inc., 4 crates crockery
Barth, L., & Co., 2 casks crockery
Sommers, E. L., & Co., 2 cases crockery, 3 cases toys
Geotz, O., 166 cases crockery, 3 crates crockery
Silvermann, C., 9 cases toys, 2 cases crockery
Butler Bros., 140 cases crockery, etc.
Macy, R. H., & Co., 6 casks chinaware
Phoenix Shpg. Co., 1 cask chinaware
Haviland, Abbott & Co., 44 casks chinaware
Haviland, T., & Co., 51 casks chinaware
Borgfeldt, G., & Co., 4 casks chinaware
Bank of United States, 3 casks chinaware
Bernardaud, L., & Co., 17 casks chinaware
Borgfeldt, G., & Co., 12 casks chinaware
Vantines & Co., 2 cases earthenware
Shore & Co., 1 case chinaware
State Forwarding & Shipping Co., 6 cases glassware
Davis, Collamore & Co., 2 cases china and bronze

If you want an Employee or a Situation, a Classified Ad in the Crockery and Glass Journal will bring results.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.

Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.

Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place

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L BERNARDAUD & CO., 61 West 23rd St.

French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.

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CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.

Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.

Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.

English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.

Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.

Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.

Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.

The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.

Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.

Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.

Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.

Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.

English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.

Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.

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FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krauthelm"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery. White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

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NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

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TAIYO TRADING CO., Inc., 101 Fifth Ave.

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B. TOMBY & CO., 20 West 23d St.

Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

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VOGT & DOSE, 14 W. 23rd St.

Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.

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GILLINDER & SONS, Inc., *220 Fifth Ave.*
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SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

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WESTON GLASS CO., INC.
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UNITED STATES GLASS CO., *Abe-marle Bldg., 24th St. and Broadway.*
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WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
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ART INDUSTRIES, INC., *225 Fifth Ave.*
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A. E. HULL POTTERY CO., *200 Fifth Ave.*

Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
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THE SEBRING POTTERY CO., *Sebring, Ohio.*
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Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*

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McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*

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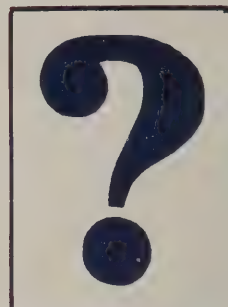
Vol. 103, No. 17

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AS THE EDITOR SEES IT

**Our
growing
cities**

The rapid spread of American cities has brought in its wake a host of troublesome problems, according to the Civic Development Department of the Chamber of Commerce of the United States. They have grown so rapidly in area that new methods of organization must be devised to permit the extension of necessary public services to all communities within the limits of the so-called metropolitan areas.

During the twenty-year period, 1903 to 1923, seven American cities acquired an average of 67,373 acres of land; an average increase in territorial size of 277 per cent. If this rate of increase were continued for fifty years more in these seven cities a total area of 5,077,285 square miles would be required, or 5,050,566 square miles more than the total area of the United States.

The largest increase was for Los Angeles, California—from 27,399 acres in 1903 to 250,651 acres in 1923, an increase of 815 per cent. If this rate of increase continued Los Angeles would be larger than the State of California within ten years.

Other cities have also increased greatly in size through the acquisition of surrounding territory. Some of the largest increases from 1903 to 1923 are as follows:

Richmond, from 3,523 to 15,360 acres; or 336 per cent.
Detroit, from 18,172 to 54,174 acres; or 198 per cent.
Atlanta, from 7,040 to 19,634 acres; or 178 per cent.

Baltimore, from 19,303 to 50,560 acres; or 161 per cent.

Kansas City, Mo., from 16,209 to 37,395 acres; or 130 per cent.

Seattle, from 19,844 to 43,840 acres; or 120 per cent.

Imports Up; Exports Down

Declining European markets and an excess of imports over exports comprise the story of the foreign trade of the United States for the first half of the current year as told in "Our World Trade," compiled by the Department of Foreign Commerce of the Chamber of Commerce of the United States.

"Exports to Europe fell off heavily," runs the foreword, "every one of our chief European markets buying less this year than last, with the single exception of Denmark.

"Wheat and wheat flour, rye, raw cotton and cooper exports showed conspicuous declines. Lard and tobacco, however, rose to higher positions in the export list. Agricultural implements and various other machinery lines and some iron and steel items showed large export gains.

"Imports increased strikingly in many lines; rubber, news print paper, gasoline and hydraulic cement reached six-months' record levels. Coffee and pig iron imports have been very heavy.

"Imports from Europe, as from most other sections, gained. Germany was prominent in the list of our European imports."



CAUGHT IN THE NEWS NET

A. F. McMARTIN, who for many years has been connected with the trade as a buyer and is well known and has a host of friends, has been engaged as china, glass, housefurnishing and toy buyer for the J. J. Diskon department store, Paterson, N. J., taking the place of Mr. Hanrihan who has been engaged to assist Simon Roth of the Plaut Co., Newark, N. J. Mr. McMartin assumed his new duties on Monday of this week.

W. W. Vail, formerly associated with the toy business in the middle west for a number of years and who is well known and has a large following in that trade has just recently become associated with Louis Wolf & Co., as manager of their domestic toy department. Mr. Vail also has a host of friends in the china trade.

Joseph M. Watte of the Kahla China Corp., recently returned to headquarters after spending a week calling on the Canadian trade in Montreal and Quebec.

William Junor arrived in town the latter part of last week dropping in from his Canadian haunts to look over the local market.

Fred Farrell, salesman for Tatler, Inc., departed last Monday on a trip through New England and the middle west. According to his schedule Mr. Farrell will be on the road for three weeks.

Sidney Hirsch, salesman for the Rosenthal China Corp., arrived back at headquarters last Monday. Starting right out again Mr. Hirsch will be on the road for a further three weeks calling on the southern trade going as far as Norfolk, Va.

Demonstrate Merchandise

Buyers in the Hutzler Brothers store, Baltimore, are required to "sell" new merchandise to the salespeople in their departments, explaining the reasons for which they have included it in their stocks, and in particular the selling points of the goods.

This is done at meetings held about once a week, usually on Monday morning before the store opens for business. The meetings are informal in nature, and the salespeople are encouraged as much as possible to ask questions, make suggestions and frequently to demonstrate for the benefit of the department

heads and one another just how they believe the merchandise should be presented to the customer.

Hodges Enters Finance

A. C. Hodges, author of "Retail Accounting and Control," and formerly connected with W. A. Wieboldt & Co., Chicago, recently announced his connection with A. B. Becker & Co., a large financial house organized to market retail stock issues and now selling \$7,500,000 of the R. I. Macy & Co., Inc., 5 per cent serial gold debenture bonds. Before assisting in the financial reorganization of the Wieboldt Company Mr. Hodges was a professor at the University of Chicago.

Carson, Pirie & Scott Lease 15-Story Building

As the result of a lease recently negotiated, Carson, Pirie, Scott & Co., Chicago, will have as an addition to its store a new fifteen-story building to be erected at the corner of Wabash and Monroe streets.

This will give the store the entire block bounded by State, Madison, Wabash and Monroe streets, with the exception of the Heyworth and Silversmiths Buildings.

The transaction is the sequel to a development started some time ago by the Wabash-Monroe Building Corporation, and in which a lease had been arranged with the F. W. Woolworth Company. The Woolworth lease, now explained, has been acquired by Carson, Pirie, Scott & Co.

Alwin's Opens in Providence

Alwin's department store, Providence, R. I., opened its business recently, after an evening of elaborate reception to the public, and a banquet at which Mayor Joseph H. Gainer, who is being boomed for the governorship of Rhode Island, was the principal speaker.

The Mayor declared that the time had come for Providence and Rhode Island to throw off "the unbecoming cloak of modesty and self-satisfaction," and made an appeal for live and progressive methods, both in business and politics.

Mr. Gainer congratulated Al Zura, president of the Alwin enterprise, tracing out the steps by which through progressive and aggressive methods, Mr. Zura, who began his career as a newsboy on the streets of Providence, had achieved such a large measure of success.

Other speakers included John A. Bennett, executive secretary to Governor Pothier; Attorney Harold B. T.

Mr. Winfield S. Soloman, Rabbi Isreal M. Goldman and many others prominent in the business and social life of the city. All praised Mr. Zura for his enterprise and wished great success for the new store. Letters were read from Mayor Holt, of Pawtucket, and Mayor Rhodes, of Cranston. James G. Connolly, city solicitor of Pawtucket, was toastmaster.

Associated Corporation Meets at Stix-Baer

Directors of the Associated Merchandising Corporation and the Retail Research Association held a four-day meeting at St. Louis recently as the guests of Stix, Baer & Fuller.

The meeting was called to discuss current problems and plans for 1927. One of the high spots of the gathering was the study of the Stix, Baer & Fuller Store.

Following is a list of those who attended:

Oscar Webber and R. H. Webber, of J. L. Hudson Company; Albert Hutzler, Hutzler Brothers Company; Fred Lazarus, Jr., and Simon Lazarus, of the F. & R. Lazarus & Co.; Fred H. Rike, of the Rike-Kumler Company; Isaac H. Clothier, Jr., Francis R. Strawbridge and Herbert J. Tily, of Strawbridge & Clothier; Charles H. Taong, of William Taylor Sons & Co.; a representative of Bullock's; Paul H. Nystrom, of the Associated Merchandising Corporation, New York; Phillip J. Reilly, of the Retail Research Association, New York; Miss Mae L. Brooks, of the Retail Research Association, New York; and F. J. Scheidecker, of the Associated Merchandising Corporation, Europe.

Frederick M. Ayres and Theodore B. Griffith, of L. S. Ayres Company; Mr. Rothschild, of Abraham & Straus; Felix Fuld and Michael Schaap, of L. Bamberger & Co.; J. Larson, Hugh Arthur and G. Nelson, of the Dayton Company; Charles W. Steines, the Emporium; A. L. Milene, L. E. Kirkstein, and H. R. Floyd, of William Milene's Sons' Company; B. Forman, of B. Forman Company; J. A. Porter, of Frederick & Nelson, and W. H. Churchillfield, Joseph Horne Company.

Bullock's Holds School Parade

Without the use of newspaper publicity, Bullock's department store, Los Angeles, staged a very successful "school parade" recently in connection with the return of children to school.

The parade was announced by means of a folder distributed in the store. At the top of the folder was a sketched sketch of a boy and girl on their way to school. Below was the caption "Bullock's School Parade," and then the dates when it would be held and time and place. The copy pointed out the togs that would be featured, such as coats, gala day attire, gym suits, rainy-day outfits and then proceeded to give a list of the boys and girls who would appear in the parade. At the bottom of the folder the song "School Days" was reproduced.

In parading through the department the boys and girls were dressed in the latest school apparel. And by way of adding emphasis, a youngster dressed in sport clothes was equipped with a golf bag and clubs. Several girls wearing smocks carried small palettes.

Show Boats Still in Vogue

Many years ago—in fact when pottery was first produced in East Liverpool, O., the ware was loaded on boats and floated down the Ohio river to be sold. And this kind of business continues until this day.

Just as the show boats are in season plying the waters of the Ohio and Mississippi River, so does Frank Geer of Creston, W. Va., with his "dinnerware" boat.

For many years Geer has made an annual trip to East Liverpool for the purpose of loading his boat with dinnerware. Then he starts southward, stopping here and there disposing of his merchandise, and by the time he reaches Gilmer, 124 miles up the Kanawha river from Parkersburg, W. Va., he has little of his ware left.

At Wheeling, W. Va., and New Martinsville, W. Va., Geer takes on board a lot of glassware, and these two lines of merchandise is all that he has in stock.

Geer takes dinnerware and glassware to people who live along the Ohio and Kanawha rivers, and who rarely "get to town." He has never been known to "carry over" any stock.

September Gain Is 6.5 Per Cent in Sales

Preliminary reports to the Federal Reserve System from retail stores in all sections of the United States indicate that the volume of retail trade in September was considerably larger than in September, 1925. Total sales of 519 department and other retail stores were 6.5 per cent larger than in September a year ago, and sales of mail-order houses (two houses) and five and ten-cent chain stores (five reporting chains) were nine and ten per cent larger, respectively, than in the corresponding month of last year. Sales of department stores were generally larger in all sections of the country, the largest increases, ranging from ten to twelve per cent, being in the Chicago and San Francisco Federal Reserve districts. The smallest increases were in the Boston, Richmond and Minneapolis Federal Reserve districts, where sales ranged from 2.6 to 3.5 per cent larger than a year ago. Of the total of 519 reporting firms, 329 showed increases from last year and 190 reported a smaller volume of sales.

	Stores reporting		P. C. of inc. or dec. comp. with Sept., 1925
	Inc.	Dec.	
Boston	33	26	+ 3.5
New York	34	20	+ 5.0
Philadelphia	48	26	+ 4.6
Cleveland	26	14	+ 6.3
Richmond	28	18	+ 2.6
Atlanta	21	10	+ 6.8
Chicago	41	16	+12.3
St. Louis	12	8	+ 4.9
Minneapolis	10	4	+ 3.2
Kansas City	16	15	+ 4.1
Dallas	12	4	+ 6.7
San Francisco	48	29	+10.4
Total.....	329	190	+ 6.5
Mail order houses (two houses).....			+ 8.8
Five and ten cent stores (five chains).....			+10.3



WHAT THE POTTERIES ARE DOING



Thomas R. Davison Resigns Owen China Co. Superintendency—Alan L. Pope Successor

THOMAS R. DAVISON, for a long period general superintendent of the Minerva, O., plants of the Owen China Co., has resigned this position, and the company has just issued the announcement that Alan L. Pope of Akron, O., has been secured to succeed to the vacancy. Mr. Davison has not announced his future intent.

It is interesting to note that Mr. Pope is of the fifth generation of a pottery family. His grandfather, I. Bently Pope, was for many years engaged in the pottery industry at Trenton, N. J., and later in this district, being associated with the Knowles, Taylor & Knowles Co., and who retired from the latter organization when he formed the Pope-Gosser China Co., at Coshocton, O. The father of Alan Pope is William Pope, now general manager of the Summit China Co.'s plant at Akron, and who also was formerly associated with the Pope-Gosser plant, but who has been at the Akron plant for the last four years.

For some years Alan Pope has been associated with his father at the Summit China plant, and has made a close study of ceramics for many years. Since entering the generalware industry, the training of Mr. Pope has been along the lines of good dinnerware, and it is predicted for him that he will continue the successes of his ancestors in the pottery industry.

Plans Made for U. S. P. A. Meet December 7-8

It was almost a foregone conclusion that the Executive Committee of the United States Potters' Association would decide to hold its next annual meeting at New York, although the suggestion had been made by some in the trade that the meeting be assigned to Atlantic City.

The meeting this year will be for two days only, Tuesday and Wednesday, December 7th and 8th. Two years ago a three days' session was held.

Election of officers this year will result in Thomas B. Anderson of the Pope-Gosser China Co., Coshocton, O., being advanced to the presidency from second vice-president, and succeeding W. Campbell George of the W. S. George Pottery Co., East Palestine, O. Joseph M. Wells, general manager of the No. 6 plant of the Homer Laughlin China Co., will be advanced from third to second vice-president. The vacancy created by the advancement of Mr. Wells is the only

office that is at this time undetermined. Charles Goodwin will be re-elected secretary-treasurer.

Only nominal changes are expected to be made in the general personnel of the various committees, there being sixteen different committees.

At this meeting a full report of the discussions at Atlantic City recently having to do with the wage conference will be presented by W. E. Wells, Chairman of the Labor Committee.

Generalware Plants Making Holiday Shipments

Speaking in a general way, all generalware plants in this territory are now actively engaged in shipping fall and holiday merchandise, the record of shipments for the district at this time being heavier than any other period this season. This refers to both carlot and less than carlot movements.

While the department stores have been taking liberal quantities of goods, yet the syndicate interests are showing much activity in the market. In the former instance, the department stores have been receiving rather liberal assortments of open stock matchings and also dinner sets, while the syndicate trade has been taking a rather heavy volume of particular patterns which are to be had in open stock.

Chain stores have been one of the largest consumers of dinnerware so far this season, and this volume of business is continuing along normal lines. There have been made additions to the various chains during the last six months, and as a result dinnerware shipments have been made to these new locations from local district plants.

W. S. George Arranging Ivory Body Production

Actual work has commenced arranging the new No. 4 plant of the W. S. George Pottery Co., East Palestine, O., for the production of ivory body, and it is quite likely this shop will be in production within a month on this line. Shipments, however, will not likely go forward until about January 1st. The ivory line of this firm will be more or less limited as to decorations, it is said.

Genesee Pottery Again Producing

Following a rather long period of inactivity, the

plant of the Genesee Pottery Co., Chittenango, N. Y., has again been placed in operation. This is a small plant, and for several years produced a line of red and white cooking ware. The factory was formerly under the management of Allan Surles, now in charge of the plant at Parkersburg, W. Va., plant of the D. E. McNicol Pottery Co. The Genesee plant at this time is employing a small force, not more than 25 people being employed.

E. W. Clinton has returned to the district from a tour through New York State in the interest of the Colonial Pottery Co.

A. C. Case Leaves Shepherd Stores

From Boston, Mass., has come the information to this district of the resignation of A. C. Case as general merchandise manager for the Shepherd Stores, that city, and with the added report that Mr. Case proposes to go with the Emery, Bird & Thayer Co., Kansas City, Mo., in a similar capacity. Mr. Case has formerly with the Kresge stores at Newark, N. J., and Washington, D. C., and was also at one time with the Lissner store at Newark.

George C. Thompson on Traffic Commission

George C. Thompson, of the Thompson Pottery Co., has been named one of three members of the East Liverpool Traffic Commission, his selection being announced by Mayor Ralph Benedum.

Sol Ostrow Visits East Liverpool

Sol Ostrow, of the Hopewell China Corp., Hopewell, Pa., has been spending several days in East Liverpool district on business. He was a former resident of East Liverpool, and still has interests here.

First Sebring Plant Started in 1899

It has been recalled that just 27 years ago or Oct. 1899, the first ware was made at Sebring in the plant then known as the Oliver China Co., and now in charge of Evas H. Sebring. The present extensive business of the Sebring Brothers at Sebring, O., is the outgrowth of a small generalware plant first operated in this city. There are now five generalware plants at Sebring, with an annual output valued at millions.

Potters Urge Valuation on Imported Ware

Many members of the National Brotherhood of Operative Potters have been suggesting to their executive officers of late that these officers co-operate with the United States Potters' Association in having an American valuation placed on ware imported into the United States. Pottery workers at East Pal-

(Continued on page 27)



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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Corning Glass Company's Use of Mulite Refractory of Interest to Trade

Of vital interest and importance to the flint glass industry is the reported activity of the Corning Glass Co., Corning, N. Y., in the development and use of mulite refractory. A rather comprehensive report of this laboratory activity at the Corning plant was made a few days ago at a meeting of the American Refractory Institute held at the University Club here, at which over one hundred experts in refractory materials attended.

For over five years the laboratories of the Corning Glass Co. have been active in the ultimate development of the process of casting mulite, and which is declared to be at least three times efficient as a refractory in the flint glass business as the former and even present use of clay refractory bricks and blocks. At this meeting refractory was defined as "heat resisting fire clay materials," and it was pointed out that if the new process was three times as efficient as the present form of clay bricks and blocks, the overhead cost in factory production is materially reduced.

The developments that have been made in this direction in the laboratories of the Corning Glass Co., were described at the Institute meeting by G. S. Fulcher.

George Kratz Returns to Office

George Kratz of Marion, O., one of the larger buyers of glassware in the Central Ohio territory has returned to his office, following a business trip to Weston, W. Va., and this district. At Weston he was in conference with the management of the Louie Glass Co., which only recently has been placed in operation.

Seattle Store Plans New Building

The Rhodes Department Store Co., Seattle, Wash., plans the erection of a new store building at a cost of \$1,500,000 according to information received by glass distributors in this district. It is said that the store will maintain a larger china and glass department after the improvement has been completed.

Schuster Office in New York

Executive and buying offices at 330 5th Avenue, New York, have been opened by the three Schuster & Co. department stores of Milwaukee.

W. F. Connolly, who formerly was in charge of the downtown offices of Jay & Co., has been made the resident manager.

The new offices will handle the needs of all of the departments of the Schuster stores, it was announced, with two exceptions, ready-to-wear and piece goods, the present connections on these lines with resident buying firms remaining undisturbed.

Larkin Co. Adding New Departments

With the expansion program of the Larkin Co. Inc., Buffalo, N. Y., which in addition to its mail order business is also operating one of the largest retail stores in Central New York, many new departments are being added. The china, glass and silverware departments are in charge of William Brown, while Howard Massing has charge of the household furnishing goods department. Very little of the mail order stocks of the Larkin Co., are used in the retail store. In addition to operating a retail store at Buffalo this interest is also operating a similar retail establishment at Chicago, Ill., formerly known as the Oppenheimer Co.'s department store at Ashland Ave. and West 47th street. This latter store is expected to do a business close to \$3,000,000 this year, it is reported, and with expansions proposed at both the Buffalo and Chicago stores, this volume will be increased during the next year.

Flint Glass Companies' Production Heavily Increased

All flint glass factories in the Western Pennsylvania, West Virginia and Ohio districts are at this time in the heaviest production of the entire year. There is seemingly a rush at all factories to get the late fall and holiday orders promptly, and as a result of this thought additions have been made to many departments.

Factory shipments are heavier than for many months, and the individual volume is somewhat heavier. Department stores, in many instances, have received their holiday goods, and where these stocks have been placed on display, early buying has caused the distributors to order replacements.

Not a few distributors who placed their specifications for certain late shipping date, have asked the factories to forward these goods as early as possible. It is because of this situation that increased activity is reported about some plants.

Mail order houses and syndicate stores are taking

but considerable stocks of glassware, and this business coupled with that from the department stores is giving most all factories a most active season.

Northwood Glass Co. Sale Confirmed

A court decree has been handed down at Wheeling, W. Va., confirming the sale of the plant and property of the Northwood Glass Co., recently offered at receiver's sale. The confirmation has been made a matter of record in the United States District Court at Wheeling, W. Va.

Colored Glassware Continues in Demand

Colored glassware continues to be in exceptionally active demand according to all producers of this line. It is declared that all items are in good request, and that as a whole the total volume of sales for the colored glassware line this year will far exceed the record of any previous year.

Not only have the items that were featured during the January sales season here been selling well, but so the additions that have been made to the line during the last few months.

It is also declared by the producers of blown and pressed ware, and also the decorators of these lines that the current demand for this entire line is active. The old decorated line of blown ware does seem to be

in heavier request than a year ago, and factory production is being well maintained.

Washington, Pa., New Tygart Glass Co. Site

After considering several possible locations for a factory, the officers of the Tygart Valley Glass Co., whose plant at Gragton, W. Va., was recently destroyed by fire, have determined upon Washington, Pa., as a location for their new factory. This will bring to mind the fact that Washington, Pa., is rapidly forging to the front as a flint glass manufacturing centre. There is located the factory of the Duncan, Miller Co., and also a factory of the Hazel-Atlas Glass Co. An effort was made by several commercial bodies to keep the Tygart Valley Co. in the West Virginia territory, but because of certain advantages offered at Washington, Pa., it was deemed wise to have the business removed there.

New New York Firm Is Formed

Flint glass manufacturers here have been informed of the formation at New York City of the Columbia China and Glass Decorating Co., with a nominal capital stock of \$5,000. The new company was formed by P. Zuckerman and several associates. The concern will buy white ware and glass blanks and decorate the stock at their own plant.

(Continued on page 27)

Westmoreland Glass Co.

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Manufacturers of High Grade Glassware
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BOSTON		SAN FRANCISCO	
H. P. & H. F. Hunt,	41 Pearl Street	Himmelstern Bros.,	718 Mission Street
Traveling Representatives		LOS ANGELES	
R. B. Reineck,	1422 E. Marquette Road	Himmelstern Bros.,	643 S. Olive St.
CHICAGO		SEATTLE, WASH.	
R. A. Keel,	4439 Greenview Avenue	Himmelstern Bros.,	Terminal Sales Bldg.
CHICAGO			



A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives

New York		Boston		Chicago	
Paul Joseph,	200 Fifth Avenue	Murt Wallace,	157 Summer St.	F. T. Renshaw	30 E. Randolph St.
Philadelphia		San Francisco		Baltimore	
Joseph Tomkinson,	1104 Arch St.	Marsh & Kidd,	617 Mission St.	Harry T. Thomas & Co.,	29 S. Hanover St.

Factory Representative

E. B. Hill,	5453 Kenmore Ave.	Telephone Ardmore 0897
	Chicago	

The Duncan & Miller Glass Co.
Washington, Pa.



Spades and No Trumps may outbid, but
“Hearts are Trumps”
 A Candy Container That's Different!

SATIN
FINISHED

Crystal,
Light Green
Rose-pink

*Plain and
decorated*



It will be a leader throughout the year, but the Holiday and—later—St. Valentine's Day trade will buy heavily in confectioneries; glassware and department stores; gift and high-grade novelty shops.

One pound capacity, about 6 in. by 6 in. by 2 3/4 in. Vertical sides, with slightly overhanging cover which is gracefully crowned.

Order Now!

NO. 8132. HEART BON BON
PATENT APPLIED FOR

United States Glass Company
PITTSBURGH, PA.

Our salesmen have samples, or they can be seen at sixteen sales offices in principal cities—or write us direct.



New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street

New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.

Highest Grade of English China

F. WINKLE & CO., Ltd.

Earthenware

W. MOORCROFT, Ltd.

Art Pottery

ADDERLEY'S, Ltd.

China and Earthenware

STEVENS & WILLIAMS, Ltd.

Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

What's New in New York Showrooms

**Straus, Duncan and Miller and
Fondeville Offering Attractive Items**

Straus Showing Florentine Boxes

Among the newest arrivals and prominent in their exhibit of beautiful wares is a display of Florentine pottery boxes, illustrated here,



which are imported from Italy by Nathan Straus & Sons, Inc., 119 Fifth Ave. These are offered in an assortment of eighteen pieces each one of which is so exceedingly pretty that it is a task to choose any individual one as being more attractive than another. Their shapes are greatly varied, some being oblong, others square, while still further are to be seen oval and round ones. The sizes run from the larger boxes about nine or ten inches in length down to the small size of three inches. Their decorative handling is exquisite. Beautiful embossed figures representing various scenes depicting the early life of Christ, heads of Dante and Beatrice, cherubs, animals, etc., are just a few of the ways in which they are treated. Some of these are worked out against backgrounds of lovely blues and maroons. The line may be had either from stock or import and still further in its favor must be considered the surprisingly moderate way in which they are priced.

Duncan & Miller Showing New Line of Rose Glassware

A latest addition to the splendid line of the Duncan & Miller Glass Co., Washington, Pa., is that of their new Rose glassware, samples of which are now to be seen at the showroom of their New York representative, Paul Joseph, 200 Fifth Ave. Made up in the No. 41 Pattern, which is a reproduction of Sandwich glass, the No. 101 Pattern, a reproduction of Czecho glassware and their well known No. 40 Pattern, this line is indeed a beautiful one. The Rose color is in addition to their crystal, green and amber lines and is priced the same, being made up in the same assortment of items as in the other colors.

Another new item being shown by Mr. Joseph is a new Colonial vase. This stands nine inches high with fluted sides and a flare top. It is something brand new and is known as their No. 55. A selection of crystal green and

amber may be had in this item. Still further to be seen is a new antique cologne which is certain to meet with immediate popularity. This is produced in a pineapple effect, being 8 oz. in size and standing 6 in. high. It has a tall ground in stopper which matches the body of the bottle and is shown in amber, green and crystal. A new ice tub line known as their No. 30 with a copper wheel engraving in a fancy all over leaf design and a new Georgian whiskey which is taken from their well known Georgian water tumbler which is an exact reproduction of an old English tumbler are two further new items shown. These are offered in the same selection of colors.

Fondeville Offering Beautiful New Lamp Assortment

Original, new and lovely items are always certain to attract attention and consistent with their numerous other beautiful lines the importing firm of A. J. Fondeville & Co., 24 West 23rd St., now offer an assortment of bird lamp mounts in English bone china from the well known factory of R. H. & S. L. Plant, Longton, England, for which



they are American representatives. The line is made up of four different birds; an Indian Kingfisher standing thirteen and a half inches high, a Canary, a Bearded Titmouse and a Golden Oriol, each of which stand ten inches in height. They are all in their natural colors which reproductions are excellent and exactly true to life. One reason for this perfection of color is due to the fact that being made in bone china permits of the best color reproduction. Their construction is of the best and reflects great care in their manufacture. The birds are mounted on a chased brass base and their standard and socket is of the same material. The assortment which comes completely wired is carried in stock in New York and at the prices they are offered it is hard to understand how such an excellent line can be produced at such a low cost.

(Continued on page 31)

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Chicago Retail Stores Featuring Thanksgiving Day Items

THE large retail stores of Chicago have already commenced to remind the public of the fact that Thanksgiving Day is rapidly approaching. Several announcements of specials appropriate for the properly set Thanksgiving table have been made and from this time right up to the day before Christmas the local department stores and specialty stores anticipate a steady gain in sales.

Wholesale sales have improved during the past week, according to the china and glass factory representatives. The biggest season of the year is just ahead for the retailers and while most of them already have the bulk of the merchandise they require on order there is still a good call for fill in of stocks and reordering will keep the wholesale trade active during the coming weeks.

Specials in dinnerware are being offered by a number of the department stores in Chicago this week. Outstanding among the values was the sale at The Boston Store which included imported 100-piece dinner sets of a s-v China with color and gold decoration in bird and floral designs priced at \$39.95. Ivory colored dinnerware in late design and shape, 100 piece sets were offered at \$16.95.

The Fair this week featured tumblers and stemware in the popular rose-tinted glass. Values said to run regularly from 35 cents to 45 cents, priced for the sale at only 25 cents each. Included in this assortment were goblets, sherbets, fruit salads, cocktail tumblers, lemonade or tea glasses.

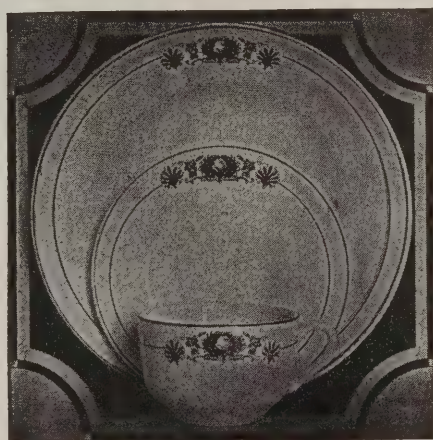
Reports were circulated in various parts of the country last week to the effect that a merger of Montgomery Ward & Co. and Sears, Roebuck & Co. was pending. It is said that preliminary discussions of the officials of the two large mail order houses have been held with the merger in view. Silas H. Strawn, chairman of the board for Montgomery Ward & Co. declared, however, that he knew of no such negotiation and stated that there was no basis for such a rumor.

W. C. Owen, Inc., Shops Building, have added Mrs. Vinnie Roe, formerly of the Denver Dry Goods Company, to their sales force. With several years of retail merchandise experience, Mrs. Roe is considered a valuable asset in the show rooms of W. C. Owen, Inc.

Fire last week destroyed the old building of the Tobey Furniture Co. recently vacated by that concern who moved into their new building on Michigan Avenue. The Tobey Building was owned by the Marshall Field & Co. estate.

Thirty-four manufacturers of housefurnishing goods have already reserved their space in the coming Annual Housefurnishings Exhibit which will be held at the Sherman Hotel from Jan. 31 to Feb. 5. Among the firms included in the first group to reserve exhibit space are: Hinkle-Leadstone, Enterprise Aluminum Co., McCourt Studios, Queen Mfg. Co., Art Specialty Co., Bellaire Enamel Co., Elgin Stove & Oven Co., National Rapaport Bros., Union Brush Co., Wagner Mfg. Co., Weil Ransom Co., Decorative Metal Co., Beh

Ready for Shipment—



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**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

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AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

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Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
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Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass
Corp., Burke Studios, Vesta Studios, Heule
Studios, Lamps and Shades.

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 980

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

& Company, Bersted Mfg. Co. and many others. It is estimated that before the opening of the exhibit more than one hundred manufacturers will have their lines in readiness to show the buyers who will attend the Annual Housefurnishing event.

Ray Fermer has recently opened a retail store dealing in glassware, china and art goods at 5351 W. Madison St., Chicago.

The Haven Co., 666 Lake Shore Drive, Chicago, are offering the trade imported figure flower holders of pottery. These are in cream color and some with

lightly tinted effects in rose. The grace and variety of the figures make a splendid showing in window or on counter and arranged with flowers present a most attractive setting.

The annual meeting of the Gifts Art Wares and Novelties Association will be held in the near future at which time the newly elected officers will be installed and the future business of the association taken up for consideration. Earl W. Steinbeck in succeeding W. C. Owen as president and Ben Marcuse is the newly elected 1st vice-president to fill the vacancy made by the election of Mr. Steinbeck to the top office.

Montgomery Ward Opens New Exhibit

Despite the fact that clearing skies, following a long period of rainy weather which delayed farm operations, offered the farmers an opportunity to catch up in their more urgent work at home, the formal opening of the Montgomery Ward & Co. merchandise exhibit at Little Falls, Minn., recently attracted a crowd of more than 5,000 from within a radius of thirty miles of the northern town. While the great majority motored from within the thirty-mile radius, many traveled considerably farther, and the attendance was representative of the high type of citizenship in that section.

Prior to the opening Montgomery Ward & Co. sent out invitations to its thousands of customers in the Little Falls region, and among those who attended the opening were customers who have been dealing with the big mail-order house for twenty or thirty years—some even longer than that. Several of the executives of the company were present to welcome the visitors to the exhibit, which is housed in a large corner storeroom, with excellent facilities for display purposes. The building is in the heart of the business section of the town.

The executives of the company present assured merchants and other business men of the town that

the company expects to become an active factor in promoting the general welfare of the community. Generally speaking, the merchants of the town enjoyed an unusually big day's business as a result of the influx of visitors from within the wide radius of the town.

Little Falls is the third town in which Montgomery Ward & Co. is experimenting with merchandise exhibits, the other towns being Marysville, Kan., and Plymouth, Ind. With the exception of auto tires, tubes and batteries and radio batteries, which are offered for immediate delivery, no other merchandise is being sold direct to customers at the exhibit, but orders are taken and forwarded to the St. Paul branch for quick delivery. The merchandise on exhibit is featured by wearing apparel for men, women and children and such articles as are in common use in homes and on the farms.

Holds Conferences Before Store Opens

Store executive conferences often are more effective in theory than in practice, when they are not kept keyed up sharply to their purpose of the exchange

(Continued on page 27)

NARCISSUS BULBS

(PAPERWHITE GRANDIFLORA)



THE KIND THAT GROW IN WATER
at the following prices, f. o. b., New York

12 ctm. packed 1250 bulbs to case, per 1000	\$28.50
13 ctm. packed 1250 bulbs to case, per 1000	40.00
14 ctm. packed 1000 bulbs to case, per 1000	45.00

Due to the Federal embargo these bulbs are in very short supply this season. Our quantity is limited. Order early.

Every china and gift shop can feature these bulbs to good advantage. They aid materially in the sales of bowls and accessories. Let us send you our complete bulb catalog—it is free for the asking.

F. RYNVELD & SONS

352 GREENWICH STREET

NEW YORK CITY

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price \$2.00 Per Copy

Convenient Pocket Size.

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VITRIFIED HOTEL WARE
WHITE AND DECORATED
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For use in

RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
C O M P A N Y
Beaver Falls-Pa

Import Goup Organizes With Four Functions

The Important Managers Group, a new division of the National Retail Dry Goods Association, completed its organization and agreed upon a program of constructive activity at a recent meeting at the New York headquarters of the association. L. Abramovitz, National Department Stores, Inc., is temporary chairman of the group.

Fifteen of the largest department stores in New York, Brooklyn and Newark were represented at the meeting by their import managers. Two large group buying organizations also were represented. The group has enrolled as members import managers from approximately fifty individual stores or groups of stores throughout the country. The meeting in New York was one of a number of sectional meetings arranged in large cities to discuss simultaneously an organization plan and a program of activity.

The most important action of the group was the appointment of four committees which will divide among them the solution of the outstanding problems of direct importing by retail stores. These committees will meet at frequent intervals and will act as a clearing house for inquiries from all members of the group. An invitation is to be issued to member stores to submit their import problems to the committees for discussion and solution. The committees and their personnel follow:

COMMITTEE ON COSTS OF IMPORTING

Chairman, James J. Moore, James McCreery & Co.; M. Rosentower, Gimbel Brothers; F. S. Meischeld, A. I. Namm & Son, Brooklyn.

COMMITTEE ON CUSTOMS AND TARIFFS

Chairman, Robert W. McConnochie, Bonwit, Teller & Co.; J. W. Carl, Franklin Simon & Co.; W. D. Sherman, Frederick Loeser & Co., Brooklyn; A. Boris, Saks-Fifth Avenue; E. R. Petit, The Eleto Company.

COMMITTEE ON IMPORT CONTROL, BOOKKEEPING, RECORDS, INVOICE CALCULATION AND OFFICE PROCEDURE

Chairman, George H. Wilson, Saks-Herald Square; Henry W. Hicks, Franklin Simon & Co.; Miss Louise Mottran, Best & Co.; Miss Adele Smith, Hahne & Co., Newark.

Chairman, H. F. Ewald, Abraham & Strauss, Inc., Brooklyn; F. W. Stadtlander, Bloomingdale Brothers; F. H. Sheldon, James A. Hearn & Son; O. Eisenschiml, Stern Brothers; J. Sobo, Goerke Company, Newark; Julius Ritter, American Retailers Association.

Mr. Abramovitz, temporary chairman of the group, will serve ex-officio on all four committees. He pointed out that the group is nonpolitical in character and that the work of the Committee on Customs and Tariffs will not concern itself with tariff revision, but will endeavor to work out the solution of customs and tariff procedure.

November 11 was agreed upon as the date for the next meeting of the various sectional groups. In the meantime the committee will meet frequently to discuss problems in their own fields and to lay out a program for the next general meeting. At the general meetings the committee chairmen will lead the discussions of problems in their respective fields and all members will be expected to contribute to the discussions.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

87 FIFTH AVENUE NEW YORK

Between 16th and 17th Sts.

Telephone: Stuyvesant 3136-7-8

A report of the action taken by each sectional group will be communicated to all the groups in order that the work may be synchronized. Meetings in various cities will be held on the same date and have the same program of activity.

The attendance at the New York meeting included the following store representatives: L. Abramovitz, National Department Stores, Inc.; R. F. Howard, Lord & Taylor; James J. Moore, James McCreery & Co.; R. Rosentower, Gimbel Brothers; Robert W. McConnochie, Bonwit, Teller & Co.; J. W. Carl and Henry W. Hicks, Franklin Simon & Co.; W. D. Sherman, Frederick Loeser & Co., Brooklyn; A. Boris, Saks-Fifth Avenue; E. R. Petit, The Eleto Company; George H. Wilson, Saks-Herald Square; Miss Louise Mottran, Best & Co.; H. F. Ewald, Abraham & Strauss, Inc., Brooklyn; F. W. Stadtlander, Bloomingdale Brothers; F. H. Sheldon, James A. Hearn & Son; C. Eisenschiml, Stern Brothers; J. Sobo, Goerke Company, Newark.

Lippincott Glass Plant for Sale

The October 7th issue of the CROCKERY AND GLASS JOURNAL carried a news item to the effect that the plant of the Lippincott Glass Co., would not be offered for sale. This information, according to the Journal's correspondent was correct at the time but since then the receivers have been endeavoring to dispose of the plant and at this time are entertaining bids to sell the plant at Alexandria, Ind., at the earliest possible moment.

"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**

made in America

Sells because its
erviceable,
ightly and
anitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

**Pity the Poor Salesman!**

Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rasseled" any.

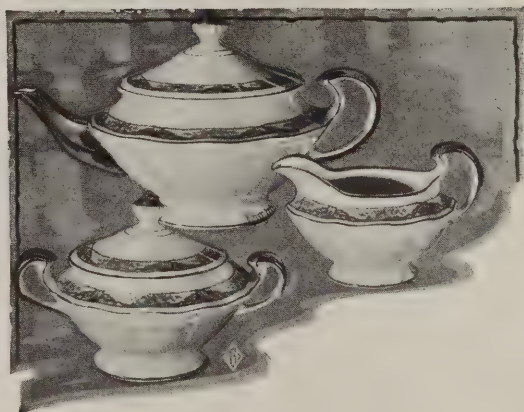
Let Rawsthorne photographs cut sample carrying to the minimum and save your salesmen's energy, time and disposition for the actual selling job.

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ROBERT RAWSTHORNE COMPANY

HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.

**CROOKSVILLE
CHINA CO**
U. S. A.



H 9M Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

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EASTERN REPRESENTATIVE
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Boston, Mass.

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John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
348 Morrison Hotel
J. E. Boring
Representative

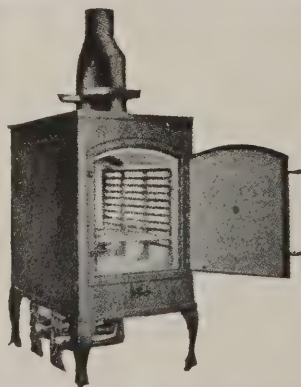
**"You Can't Argue
Against Conviction"**

If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the **BUYERS LAMP DIRECTORY** is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP DIRECTORY

45 East 17th Street
New York

**PERFECTION KILNS**

Oil or Gas

For Decorating and for Pottery

Construction based on Long Experience and Latest Scientific and Technical Knowledge

Durable—Economical—Reliable

B. F. DRAKENFELD & CO. Inc.

Sole Sales Agents

50 Murray St.

New York

Czechoslovak Glass Industry Facing Critical Situation

(From *Commerce Reports*)

It is reported from the Haida glass district, the most important glass producing center in Czechoslovakia, that, as a result of the continued depression in the industry, production has been further restricted and that, at the end of July, not more than 10 furnaces were in operation, and those with a reduction in the hours of labor. No improvement is expected in the near future, as the factories report few orders on hand. The Haida glass which on account of its cheapness and quality formerly enjoyed an excellent export trade can no longer meet foreign competition, and orders from abroad are now said to be limited to those articles which are not manufactured in other countries. On the domestic market, the demand remains weak, owing to the present dullness in the building trades.

Hollow-Glass Factories Suspend Operations

Five hollow-glass factories suspended operations last year, 4 more were closed in July, and 7 others have curtailed their production, according to the *Prager Presse*, a semi-official publication). Of 19 furnaces, 7 have been extinguished, and in 20 glass plants work is performed only 1, 2, or 3 days per week. Only 28 hollow-glass works were maintaining normal operations at the end of July. Of the table and bottle glass factories, 6 were closed last year and 2 more in the last few weeks. In one plant, 4 shifts are worked, in order to keep the workers on the pay roll and only 11 factories in this branch of the industry are maintaining fairly normal operations. In the mirror-glass works two furnaces have been extinguished, and with few orders on hand the situation is extremely critical.

Exports Decrease—Methods of Improvement Suggested

The decline in Czechoslovak cut-glass exports is indicated by the fact that during the first five months of the current year the reported exports of white cut glass to Germany were valued at approximately 5,200,000 crowns, as compared with similar exports, valued at 31,500,000 crowns, in the corresponding period of 1925, was approximately 20,000,000 crowns in the first five months of 1924. Exports of cut colored glass to Germany have also suffered, these exports during the first five months of 1926 totaling approximately 700,000 crowns, as compared with exports valued at approximately 10,200,000 crowns and 4,500,000 crowns, in the respective periods of 1925 and 1924. The export returns are expected to show even greater decreases in the next few months.

With a view to improving the present situation in the domestic glass industry, the Czechoslovak ministry of finance has been asked to reduce the tax on coal used in the manufacture of export glass and to abolish the luxury tax on hollow and mirror glass. If the domestic industry is to maintain competition on foreign markets, it is

asserted that some assistance on the part of the Government is imperative. Particularly dangerous is the competition of the German glass industry, which is said to be fully employed with good exports, especially of pressed glass.

A Successful Business

An undeniably successful venture in public service is the Christmas seal sale which is held annually throughout the country and which is again before us. Like all big business enterprises, its growth is due to the commonly prescribed rules for success; namely, vision, hard work, thrift, and giving the public what it wants.

Within twenty years this undertaking, which is the chief support of the national, state and local tuberculosis associations of the United States, has developed from a \$3,000 business to one whose gross receipts in 1925 were approximately \$4,900,000. From a tiny hospital for tuberculous patients in Delaware which was financed by the first \$3,000 in 1907, it has become the means for creating a network of sanatoria, hospitals, open air schools, clinics, and other public health activities that protect the American people against what was once known as the Great White Plague.

According to the National Tuberculosis Association, the mother of this gigantic movement, the Christmas seal sale finances approximately 1,500 state and local organizations besides the National Association. The united efforts of these have resulted in the establishment of 700 sanatoria and hospitals, with nearly 70,000 beds for tuberculous patients; more than 1,000 open air schools; nearly 12,000 public health nurses; and over 600 clinics. In addition, children's camps and preventoria, nutrition classes and numerous special campaigns such as Baby Weeks, Anti-Spitting and Open Window campaigns are made possible by these little penny stickers.

All but 5 per cent of seal sale money is spent in the communities where it is raised. The 5 per cent goes to the national body which acts as a clearing house for information, supplies, leadership, research and expert service for its affiliated organizations, and for the other allied institutions and agencies.

Altogether, the record of the tuberculosis Christmas seal inspires the confidence and continued patronage of its millions of supporters.

Moorehead Asst. Supt.

The management of Bloomingdale Brothers, New York, announces that John Moorehead, formerly service manager of the store, has been named assistant superintendent, a newly created position. In his new capacity he will be in charge of marking and delivery.

It was also stated at the store that for the present Mr. Moorehead will direct the activities of the service departments, although this position may be filled later on.



The quaint
"HOMESTEAD"
 back stamp



A
trademark
significant
of
England's
Finest
Earthenware!

UNDERGLAZED patterns exquisitely hand painted on a rich glowing ivory body . . . colors of warmth, depth, beauty. Homestead Ware is being created in a pottery old in tradition, rich in reputation.

Three weights, now, for your selection. Regular dinnerware and the special new Tearoom weights, with plates flat rimmed and edges slightly rolled. Also the hotel weight, with welded edge.

Twenty odd patterns of unusual distinction.

Homestead ware is now being shown by our representatives.

A. J. FONDEVILLE & CO.
 24 West 23rd St., New York City

Special Holiday Suggestions will be found in our newest leaflet, just off the press. Send for it!

**HOMESTEAD
 WARE**

Bankers Assn. Urges Curbing Installments

People should not be encouraged to buy on deferred payments beyond their reasonable ability to pay under conditions less favorable than those that have prevailed recently was the warning conveyed in the report to the Administrative Committee, American Bankers Association, Los Angeles, by the association's Economic Policy Commission.

The commission also recommended that "all those genuinely interested in installment selling carefully guard against any departure from recognized business principles and against any undue extension of this practice."

"Installment selling, properly safeguarded, will not impair the soundness of our business structure," the study revealed. "However, rules and regulations must be established and observed which will fix the amount of the down payments and the maximum time required for the liquidation of the debt, so that these may bear a suitable relation to the nature of the merchandise in question."

"The practice of selling merchandise to be delivered at once and paid for in installments is neither new nor in itself objectionable. From pianos, sewing machines, etc., installment buying has in recent years spread rapidly to automobiles, phonographs, radios, washing machines, refrigerators and to many articles of luxury until it has reached a point where it has become an important factor, stimulating production and affecting the whole economic life of the country."

"The rapid extension during the last few years of this system of merchandising has lately attracted public attention and has become the subject of some apprehension to bankers and other students of economics. The rapid growth of the amount of this character of business is probably best shown by reliable statistics, which indicate that the amount of sales of installment goods in this country during the last year was well in excess of \$6,000,000."

"As a result of this enormous growth, the fear frequently expressed that installment selling will gradually change the habits of our people and in a measure undermine the soundness of the economic structure on which American business is built."

"While the mass of information collected by the commission leaves no doubt that there has been a large increase in the volume of business on the installment plan, there appears no evidence proving that the economic structure of the country has been undermined by undue inflation of credit. During this same period savings deposits and annual premiums on insurance policies have also shown a substantial increase. This increase might have been even greater if the large volume of installment selling had been kept within more moderate bounds."

"Since installment selling reached its present volume, there has been no practical test of the effect which a depression would have on installment business or of the effect of installment business upon a depression."

sion. However, the fear is frequently expressed that, in case of an industrial depression, the steadily increasing installment burden will create a large volume of frozen credits, because there is seemingly little doubt that wage reductions and dismissals may result in the nonpayment of a considerable volume of these outstanding obligations.

"It is furthermore apprehended that, in a period of depression, the purchasing ability of the people will be materially reduced and that the volume of business of many manufacturers will decline in a like ratio. Manufacturers, banks and other financial institutions may then be tempted to resort to unsound practices by further reductions in the amount of the down payment and the extension of the period of time in which installment payments must be completed.

"The commission is of the opinion that the selling on the installment plan of various kinds of merchandise of inherent and durable value has a proper place in the economic and business structure of the country. It believes, however, that a word of caution is in order at this time lest this practice be carried too far and our people mortgage their future income to such an extent that serious embarrassment would result in the event of a business depression.

"It further believes that such a reaction from the overexertion of installment selling would not only affect those interested directly in the deferred payments. It would also cause a curtailment of the production of these industries which had been greatly stimulated by installment selling, as their prosperity has been coincident with the rapid extension of this system of merchandising."

Has \$120,000 Sales Volume in Town of 200

In Zanesville, Ind., is a very progressive store of A. H. Knight & Sons, dealers in general merchandise, located in a town of 200, far from a railroad station and without a newspaper, Edward Thompson, of the A. B. Dick Company, told delegates attending the Interstate Merchants Council gathering here.

To illustrate what a store can do with mimeographed direct-by-mail advertising, Mr. Dick read the following letter he had received from the Knight store:

"To begin with, it might be interesting for you to know some of the conditions that exist here and then let you judge for yourself about our success. Our village is an inland town, six and one-half miles from the closest railway station. When everybody is at home the census reporter could possibly round up 200 persons, including the preacher and the postmaster. Our territory is one devoted strictly to agriculture. We have no manufacturing of any nature. For the last ten years our sales have ranged from \$95,000 to \$120,000—which, you will admit, is good for

a town of 200. Our business is general merchandise, not including any ready-to-wear or farm machinery, but groceries, dry goods, drugs, and work clothing and so on.

"We have no newspaper. Therefore our only means of reaching our trade is through our weekly news letter. It might be of interest to you to know that we have owned every model of the mimeograph that has ever been placed on the market. As to whether we have had results from this type of advertising, it is obvious that the mimeograph has played an important role in the expansion and success of the establishment, small as it is."

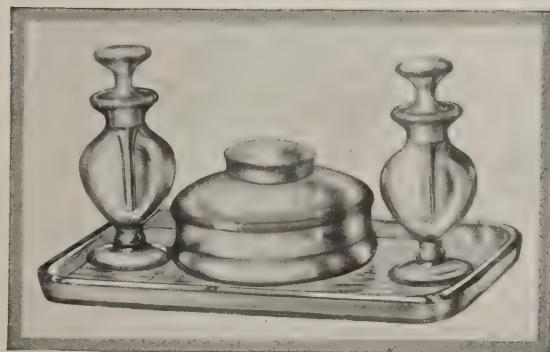
This store reported recently that for the fiscal year just closed its total sales went over \$125,000, and that their advertising expenditure was \$593.86, less than eight-tenths of 1 per cent of gross sales.

Open Art Course As Aid in Store Salesmanship

The Retail Trade Board, Boston, has announced the inauguration of a new special course in art, in co-operation with the Massachusetts Art School.

This course, the first of its kind, consists of two weeks' instruction at the Art School and two weeks' work at a selected store, alternating throughout the year.

Among the stores that are making arrangements for this co-operative work are Jordan Marsh Com-
(Continued on page 27)



No. 1926-2

Latest Improved Vanity Set

THIS 1926-2 Vanity Set includes two colognes, puff box, tray and has a special covered rouge or cologne powder refill holder molded on top of the puff box cover. No others like it and it's patented. Made in crystal, blue, green, amber and amethyst.

Packs 6 dozen per bbl.
Shipping wt. 175 lbs.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.



THE "AMYR"

from

MYOTT, SON & CO.

This very latest pattern from Myott's on their very latest Polygonal shape—the "Trafalgar," ivory body—is the very last word in dinnerware decorations. A Russian floral motif of the new conventional dispensation is done in terra cotta red, yellow, green, blue and purple, the whole design being outlined in black. The edge and shoulder lines and panel divisions are in tangerine. Uniquely striking.

JUSTIN THARAUD, Inc.

SOLE AGENTS

24 West 23d St.

NEW YORK

Telephone Gramercy 5150

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendene	fancy
Highland	plain
Pilgrim	octagon

Send for Catalog and Illustrations

Albright China Co.

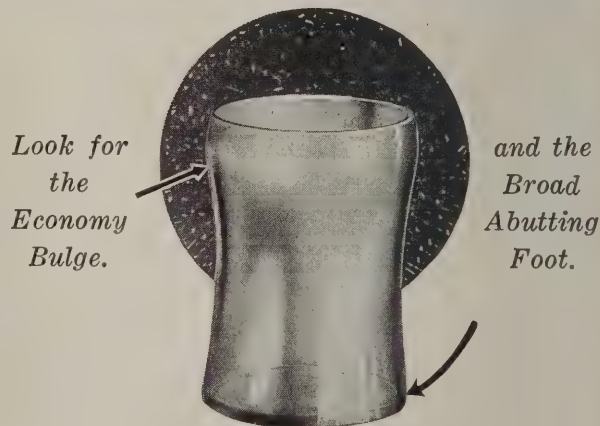
Main Office
Carrollton, Ohio

Carrollton, Ohio
14 Kilns

Factories

Scio, Ohio
9 Kilns

ECONOMY TABLE TUMBLERS



A Tumbler Worth Advertising

IF you are looking for a tumbler that has real merits and is worth advertising, consider the Economy. It has an attractive shape that fits the hand. Edges cannot touch. Difficult to chip or break. Hard to upset. Cannot be nested. In sizes from 3 to 18 oz., plain and etched. Fine lead blown glass. Table tumblers in barrels of 18 dozen or carton of 6 dozen.

Sold only through distributors.

ECONOMY GLASS CO.
MORGANTOWN, W. VA.

Finds Business in Best Balance of Last Twelve Years

U. S. Chamber of Commerce Issues Survey Full of Confidence—Encouraged by 1926 Level of Production—Improvement More Widespread Than at Any Time Since 1914

A WIDER participation by various industries in the record business which has characterized the first nine month of the year is reported by the Chamber of Commerce of the United States in a quarterly business conditions statement issued last week. Continued improvement in this direction is forecast in the report, which says, in part:

"With a greater degree of confidence than has been possible at any other time since 1914, we can begin to look ahead; for we now have evidence that even any other time since 1914, we can begin to look ahead; for we now have evidence that even the most difficult situations are improving. These evidences are more significant than anything else in our present business situation; they forecast that we are returning to the amount of balance and stability among the fields of American business enterprise which means a fair chance for all, with a relief from some of the heavy handicaps of recent years, handicaps caused by the inequalities inevitable to a period of vast readjustment.

"Through the accomplishments of the first nine months of 1926 runs evidence of this kind. It has been a period characterized by wide participation in the advance that has been made.

"The accomplishments themselves stand out. The year is noteworthy for its high level in production. In every month of 1926 the manufacturing plants of the country have given more employment than in 1925 and by a still greater margin they have had larger payrolls. Analysis of the figures shows that these have been the facts, not merely as to the manufacturing industry as a whole, but as to a remarkably large number of the branches of manufacturing industry. In other words, those increases have come nearer to characterizing all manufacturing industry than has been the case in recent years. Moreover, they have appeared in all parts of the country. When the seasonal upturn in the manufacturing industry occurred in August—an upturn which this year followed less than the usual summer recession—it appeared in increased payrolls in each of the main divisions of the country.

"Some of the other fields of industrial production which have earlier shown activity upon an important scale have held their own or have shown only those restrictions which suggest the fluctuations always to be expected. The demand for coal has now brought production to a level which apparently leads the railroads to expect that the total they will have to haul this year will be around 575,-

000,000 tons. If such a figure is attained it will be the record for the country and will be remarkable in the face of the great development which has occurred in the use of other sources of power and in increased efficiency in utilizing coal for the production of electric energy. In August of this year we were using electric energy at a rate never before reached in the summer, and when available the figures will undoubtedly demonstrate that in October we have used more electric energy than at any other time in our history.

"The rate of production in all fields appears clearly in the carloading of the railroads. The average for the thirty-eight weeks of 1926 ended with September 18 exceeded 1,000,000 cars. Upon the physical volume represented by such a figure it is scarcely necessary to comment.

"There is much evidence to show, too, that commodities are not merely being transported, but are actually passing into use. In every section of the country, except one area in the Northwest, sales by department stores in August were larger than in August of last year, and they were larger for almost every kind of merchandise. The volume has been largest, proportionately, in some of the districts like New England, where there have been important business problems affecting general conditions. So far as indications can be gathered, there has been a similar rate of disposal of merchandise through the other channels of distribution. Consequently, stocks are usually in a sound condition, both in the hands of producers and in the hands of distributors.

"Conditions in production and distribution are reflected in bank transactions. For every month this year the debits of banks to individual accounts have been larger than in the corresponding month of last year. For the eight months for which the figures are available they were almost 10 per cent larger in the country as a whole than for the corresponding period of 1925. These figures were not only larger for the country, but they were larger for each one of the twelve Federal Reserve districts except a district in the West, and there the recession was only by 5 per cent."

The Crockery and Glass Journal will pay \$5.00 for the photograph and brief history of the career of the oldest man connected with the Crockery and Glass Trade. Contest closes December 1st.

New York Imports

October 21

S. S. Franconia from Liverpool, England

Sellers, C. W., 28 casks china and earthenware
 Edmiston, H. C., 9 packages crockery
 John Davidson, Inc., 8 packages china and earthenware
 Pitcairn, W. S., Corp., 34 packages china and earthenware
 Boote, E., 14 packages china and earthenware
 Dickinson, E. B., Inc., 16 packages earthenware
 Maddock & Miller, 1 crate earthenware
 Hampton, J. W., Jr., & Co., 4 packages earthenware
 Guaranty Trust Co., 29 crates earthenware
 Barth, L., & Co., 4 crates earthenware
 American Hawaiian S. S. Co., 535 packages glassware, earthenware, etc.
 Sendar Co., 1 crate earthenware
 Rowland & Marsellus, 7 packages earthenware
 Maddock & Miller, 54 packages earthenware and china
 Plummer, W. H., & Co., 5 packages earthenware
 Gerlach, F. C., 20 hogsheds earthenware
 Oppenheimer, A., & Co., 24 cases earthenware

S. S. Celtic from Liverpool, England

Mansell, H., 3 crates tableware
 Strauss, N., Sons, 3 crates earthenware
 Davis, Collamore & Co., 5 casks chinaware, 3 casks glassware
 Vogt & Dose, 8 cakes earthenware
 Ovington Bros. & Co., 1 case glassware
 Leyland, P. N., Inc., 12 casks earthenware
 Panama Pacific Line, 14 packages earthenware

S. S. Cabo Villano from Genoa, Italy

Fenton, A. W., Co., 41 packages earthenware
 Fenton, A. W., Co., 20 cases earthenware, 9 casks crockery
 Palmer & Embury Mfg. Co., 1 case earthenware
 Graham & Zenger, Inc., 33 casks earthenware
 Van Oppen & Co., 3 casks majolica

From Leghorn, Italy

McGuire, P., & Co., 10 casks earthenware
 Straus, N., & Sons, 32 cases earthenware
 American Express Co., 23 packages earthenware, etc.
 Plummer, W. H., & Co., 4 cases glassworks
 Granata, C., & Co., 28 cases earthenware
 American Exchange Pacific Nat. Bank, 2 cases glassware, 9 cases earthenware

From Valencia, Spain

Bloch, L. D., & Co., 67 cases crockery
 Macy, R. H., & Co., 7 casks crockery
 Bowling Green Storage Co., 2 cases crockery
 Hudson Forwarding & Shipping Co., 41 cases crockery

October 22

S. S. Olympic from Southampton, England

Thomas & Pierson, 1 case chinaware
 Meadows, Wye & Co., 17 packages glassware
 American Express Co., 7 casks porcelain

S. S. Drottningholm from Gothenburg, Sweden

Venon, J. H., Inc., 69 cases glassware

S. S. Collamer from St. Nazaire, France

Sheldon, G. W., & Co., 1 case china
 Bracher, A. J., & Co., 38 cases pottery

S. S. Noordam from Rotterdam, Holland

Lazarus & Rosenfeld, 4 cases crockery, 5 cases toys
 American Express Co., 8 cases hollowglass
 Nat. City Bank, 33 casks crockery
 Herbert & Neuwirth Co., 36 cases crockery
 Borgfeldt, G., & Co., 86 cases toys, crockery, etc.
 Phoenix Shipping Co., 89 crates crockery, 15 cases crockery
 Singer Bros., 3 cases toys
 Hirsch-Malgood Co., 3 cases hollowglass
 Woolworth, F. W., & Co., 129 cases toys, crockery, etc.

October 23

S. S. Paris from Havre, France

Inwald, J., Glass Co., 5 cases glassware
 Sloane, W. J., 1 case porcelain
 Sheldon, G. W., & Co., 1 case embroidery
 Jones, H. E., 2 cases glassware
 French American Glass Co., 1 cask glassware
 Hampton, J. W., Jr., & Co., 1 cask porcelain
 National Bank & Trust Co., 34 casks porcelain
 Davis, Collamore & Co., 2 cases earthenware
 Hudson Fwdg. & Shpg. Co., 15 cases glassware
 Bing, F., & Co., 3 cases bronze and glassware

Robold & Co., 7 cases earthenware, etc.
 Wille Art Goods Co., 1 case crockery
 Pomerance, S. H., 1 case china

S. S. President Polk from Moukuen, China via Dairzen

Gimbel Bros., Inc., 15 cases chinaware
 Bloch, L. D., & Co., 21 cases brassware

October 25

S. S. Seydlitz from Hamburg, Germany

Strauss, N., & Co., 8 cases hollowglass
 Inwald, J., Glass Co., 10 cases glassware
 Phoenix Shpg. Co., 74 crates crockery
 Straub, P. A., & Co., 12 cases hollow glassware
 Wolf, L., & Co., 6 cases toys
 Guthman, Salomon & Co., 5 cases crockery, 4 cases glassware
 Wolf, L., & Co., 1 case crockery
 Bernard, J. E., & Co., 26 cases toys, crockery, etc.
 Corbett, M. J., & Co., 6 cases hollowglass
 Berge, J. & H., 12 cases hollowglass ware
 Redden, C. F., 3 cases hollowglass
 Hempstead, O. G., & Sons, 1 case porcelain
 Berger, G. G., 3 crates earthenware, 1 case earthenware
 Hutter, K., Inc., 46 cases crockery

S. S. Columbus from Bremen, Germany

Sellers, C. W., 10 cases decalcomanias
 Borgfeldt, G., & Co., 6 cases toys
 Borgfeldt, G., & Co., 65 cases toys, crockery
 Order, 7 cases crockery

S. S. Conte Rosso from Naples, Italy

Gommi & Co., 9 cases porcelain, brassware, etc.
 Order, 5 cases majolica

S. S. Arabic from Hamburg, Germany

Guthman, Salomon & Co., 9 cases glassware
 Commonwealth Bank, 33 cases hollowglass
 Fenton, A. W., Co., 10 cases hollowglass
 Hensel, Bruckmann & Lorbacher, 4 cases hollowglass
 Schenkers, Inc., 48 cases glassware, crockery, etc.

October 26

S. S. Aquitania from Southampton, England

Hempstead, O. G., & Sons, 2 cases earthenware and glassware
 Hudson Fwdg. & Shpg. Co., 13 cases glassware, china, etc.
 Globe Shipping Co., 1 case china

S. S. Ambridge from Rotterdam, Holland

Bloch, L. D., & Co., 131 cases earthenware
 Gimbel Bros., 1 case china, 3 cases toys
 Borgfeldt, G., & Co., 19 cases toys
 Lazarus & Rosenfeld, 65 crates crockery

S. S. Seydlitz from Hamburg, Germany (additional cargo)

Phoenix Shpg. Co., 30 cases toys, crockery, glassware
 N. Y. Mdse. Co., 19 cases crockery, glassware

S. S. Adriatic from Liverpool, England

Sellers, C. W., 23 casks earthenware, 4 casks china
 Davis-Collamore Co., 2 casks chinaware, 1 case earthenware
 Rowland & Marsellus Co., 16 packages earthenware and glassware
 Lewis & Conger, 16 cases hollow ware, 2 packages earthenware
 Phoenix Shpg. Co., 1 cask earthenware
 Edmiston, H. C., 7 packages crockery
 Davison, J., Inc., 7 casks earthenware and china
 Gunthal & Crevellier, 8 casks chinaware
 Jones, G. B., 5 packages earthenware
 Barth, L., Co., 5 crates earthenware
 Fonderville, A. J., Co., 13 packages earthenware
 Dickinson, E. B., Inc., 14 packages earthenware
 Tiffany & Co., 3 casks china 2 casks glass, 1 crate glass
 Hensel, Bruckman & Lorbacher, 4 cases earthenware
 Sheldon, 1 crate earthenware
 Bernard, J. E., & Co., 18 packages china, earthenware

October 27

De Grasse from Havre, France

Atlantic Fwdg. Co., 1 case earthenware
 Vandegrift, F. B., & Co., 12 cases china and glassware
 Woolworth, F. W., & Co., 12 cases toys, etc.
 Stern Bros., 2 casks chinaware
 Haviland, T., & Co., 51 casks chinaware
 Hirschbach & Smith, 1 case chinaware
 Lord & Taylor, 2 casks majolica
 Marshall Field & Co., 20 cases majolica, 5 cases majolica
 Wallan, G. J., 30 cases glassware

(Continued on page 30)

Pottery News

(Continued from page 11)

estine, O., have started this movement, and those employed at Baltimore, Md., also favor this plan, it was officially reported here this week. The suggestion has been made that the two organizations appoint a joint committee to go to Washington and open discussions with Government authorities on the subject of American valuation.

It is recalled that the United States Potters' Association discussed this subject at length not so long ago, but now the employes of the different plants are urging some action upon the matter.

Glass News

(Continued from page 13)

Standard Likely to Locate at Canal Winchester

The Standard Glass Manufacturing Co., which is controlled by interests closely associated with the Hocking Glass Co., Lancaster, O., has about decided to locate a new factory at Canal Winchester, O., not distant from Lancaster, O. A number of towns in the vicinity of Lancaster have been seeking the new factory, but its location at Canal Winchester now seems assured.

Weston, W. Va., to Have Decorating Plant

With the starting of operation and production at the new plant of the Louis Glass Co., Weston, W. Va., it is now reported that a decorating plant is also to be added to the industries of that community. Ware from the new factory will be decorated in the proposed new shop.

Big Mail Order Firms May Merge

Interest has been shown in the glass trade here over the report from eastern financial circles of the possibility of a merger of the two largest mail order concerns in the United States, that of Sears, Roebuck Co., and Montgomery Ward & Co. The combined purchases of glassware by these two large interests are among the largest accounts handled by some of the flint glass producers.

While no definite announcement has been made that negotiations will ultimately be closed, the fact that there have been conversations between the representatives of the two concerns has indicated to the glass manufacturers that something may develop later that will bring the two interests into closer relationship.

W. E. N. Hemperly Purchases Ohio Glass

Announcement has been received in this district that the plant of the Ohio Glass Products Co., Massillon, O., has been purchased by Attorney W. E. N. Hemperly, of Massillon, who is said to be representing a new interest. This factory has been inactive for

quite a period of time, and has been in the hands of a receiver for about a year.

Hold Store Conference

(Continued from page 17)

of really worthwhile suggestion and thought, and are allowed to slump into mere "clubby" discussions or contests to see who can make the best personal impression or greatest number of suggestions.

To guard against any slumping of this sort in the executive meetings John Mench, president of the Bry-Block Company, believes in limiting them to thirty-minute periods and in holding them early in the morning, before the routine business of the store starts, and while the minds of the executives attending the meeting are fresh and still free from the detail of the day's business.

Open Art Course

(Continued from page 23)

pany, William Filene's Sons Company, R. H. White Company, Gilchrist Company and Chandler & Co.

The new course is intended as an aid in selling products of art merit, which requires some understanding of the color, design and style involved, and the larger department and retail stores throughout the country are recognizing this fact. The Metropolitan Museum of Art in New York, through its educational department, has already broken ground in this new direction, but it remains for Boston and the Massachusetts School of Art to initiate an organized plan for the requisite training necessary to develop store executives equipped to handle adequately this important problem of art instruction for the employes of retail stores.

Candidates for this course, it is explained, must have initiative, tact, patience and a practical point of view toward the machine, mass production and merchandising, but, above all else, they must have a "style sense" and the ability to translate the fundamental principles of color, line and design into concrete, workable terms.

The outline provides for lecture courses in the school and in the stores, for studio practice and for half-time laboratory work in the stores during the second half of the year.

As it is entirely new in the history of art training, the course is subject to change throughout the year. The schedule, however, offers a general analysis of subjects with credits. Three years' art training are prerequisite for this diploma course. Fulltime residence is required.

A man must be both stupid and uncharitable who believes there is no virtue or truth but on his side.—*Addison.*

Cultivate forbearance till your heart yields a fine crop of it. Pray for a short memory as to all unkindness.—*Spurgeon.*

DID YOU EVER STROLL UP S FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Research Bureau Holds Conference

Representatives of twenty-five stores located as far as St. Louis attended the annual conference of the Research Bureau for Retail Training at Pittsburgh, recently.

Representatives of the bureau at the meeting included Dr. James H. Greene, director; Beese A. Cheney, chief of extension service; Natalie Kneeland, D. R. Craig, F. Jane Ringo and Dorothy B. Walsh.

Some of the subjects discussed were the use of want slips, training for inspector-wrapper, payment, training of contingents, returned goods, and methods of compensation.

The following were present from the extension stores:

B. G. Hawkins, Jordan Marsh Company, Boston.

Mrs. Amelia Latady, Mabley & Carew Company, Cincinnati.

J. G. Clark, Robert Simpson Company, Ltd., Toronto.
Chester B. Curtis, Scruggs-Vandevoort-Barney, St. Louis.

George D. Halsey, Woodward & Lothrop, Washington.

H. W. Miller, Jordan Marsh Company, Boston.

Miss Ruth Fagundus, Hochschild, Kohn & Co., Baltimore.

Miss Kathryn Northrup, LaSalle & Koch Company, Toledo.

Miss Genevieve Tanner, LaSalle & Koch, Toledo.

Miss Mary Hopkins, Jordan Marsh Company, Boston.

Miss Anna Graham, J. N. Adam & Co., Buffalo.

Miss Knopf, J. N. Adam & Co., Buffalo.

Miss Leila Gerry, Newcomb, Endicott Company, Detroit.

Miss Mildred Ingram, Newcomb-Endicott Company, Detroit.

Mrs. Julia M. Cameron, James A. Hearn & Son, New York.

James H. Paswaters, James A. Hearn & Son, New York.

Miss Feeney, Stern Brothers, New York.

E. F. Kelsey, William Hengerer Company, Buffalo.

Miss Barbara Brown, William Henger Company, Buffalo.

Miss Daisy Reed, Woodward & Lothrop, Washington.

Miss Wilhelmina Nobes, Robert Simpson Company, Ltd., Toronto.

Boston Board Will Hold Election

Officers of the Retail Trade Board, of Boston, will be elected at the meeting of the governing council to be held on November 2.

The following members have been chosen members of the governing council:

T. Crafton Abbott, D. R. Emerson Company; Charles F. Bacon, Chandler & Co.; S. S. Conrad, Conrad & Co.; C. Sydney Cook, Jr., A. Stowell & Co., Inc.; Adolph Ehrlich, C. F. Hovey Company; Ralph H. Griffin, George L. Griffin & Son, Inc.; Arthur C. C. Hill, Hill & Bush Company; A. L. Hollander & Co.; Arthur M. Horne, Shreve, Crump & Low Company; George B. Johnson, R. H. White Company; Louis E. Kirkstein, Wm. Filene's Sons Company; Robert W. Maynard, R. H. Stearns Company;

J. G. McNeil, Thayer, McNeil Company; George W. Mitlen, Jordon Marsh Company; Erving P. Morse, Houghton & Dutton Company; Julius C. Morse, Leopold Morse Company; P. A. O'Connell, E. T. Slattery Company; Walworth Pierce, S. S. Pierce Company; Abbott B. Rice, Butler's; Theodore Schneider, Lamson & Hubbard Company; W. Leonard Shearer, Jr., Paine Furniture Company; John Shepard, 3d, The Shepard Stores; Felix Vorenberg, Gilchrist Company, and Joseph Wiggin.

Kresge Sales Far Ahead of '25 Mark

Earnings of the S. S. Kresge Company are running well up to expectations and with the Christmas buying still to come it is believed that the earlier estimates of \$125,000,000 gross for the year will be realized.

For the nine months ended September 30 the company reported net income equivalent, after deducting preferred dividends, to \$2.34 a share on the outstanding 3,678,197 shares of common stock. This compares with only \$1.95 a share earned on the common in the corresponding period a year ago.

Gross sales for the nine months aggregated \$76,875,812, an increase of 12.12 per cent over the corresponding period in 1925. October sales this year are reported to be running well ahead of last year. It is expected that by the close of 1926 364 stores will be in operation, or sixty more than at the end of 1925.

Dividends are being paid on the common stock at the annual rate of \$1.20. In view of the increased earnings this rate could easily be raised, but such action is not looked for before the early part of 1927. It is pointed out in this connection that the company is continuing to expand and requires a large part of its earnings for this purpose.

New Retail Course

Through the efforts of the Retail Merchants Association of Cincinnati, a course in retail merchandising has been started at the University of Cincinnati. The course will be under the supervision of F. B. Thomas, controller of Burkhardt Brothers Company, retail clothiers.

During the year the course calls for thirty-two lectures, from 6:30 to 8:30 each Thursday night. A number of employees from department stores and specialty shops here have already enrolled for the course. The first semester will be devoted to merchandising and the last half to a study of buying problems.

Some of the lectures prepared by Mr. Thomas thus far are:

"Modern Trend of Retail Development" (chain stores, consolidated department stores, etc.); "Retail Organization"; "Retail Inventory Methods"; four lectures on "The Merchandise Plan" (the sales plan as a basis, the factors involved in advertising merchandise, mark-downs and mark-ups for various departments, and purchases, turnovers, etc.); "The Co-ordination of the Merchandise Plan"; "Information for the Merchandise Manager"; "The Sales Force and Sales Promotion"; and "Merchandising Policies."

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

WANTED POSITION

POSITION as traveling salesman; ten years' road experience with Lamps, Decorated Glass, China and Import lines. Personal acquaintance of buyers covering all large cities East, West, South and Texas. Employed at present. Would like to make change November 15. Address Box 580, CROCKERY AND GLASS JOURNAL.

POSITION WANTED

YOUNG lady desires connection in showroom or gift shop. Has exceptional sales ability with several years' experience selling china, art objects, lamps, etc. Well educated, college and art school. Only positions in New York City considered. Box 576, CROCKERY AND GLASS JOURNAL.

TRAVELING REPRESENTATIVE

LONG established and progressive importers of china and glassware have an opening for a high grade representative. An excellent opportunity. Write fully stating age, experience and territory covered so that interview may be arranged. Box 577, CROCKERY AND GLASS JOURNAL.

DESIRABLE SHOWROOM FOR RENT

MOST prominently located showroom in 23rd Street glass and china district, size approximately 40 x 45. Seven large full length windows completely equipped for either dinnerware or glassware display. For particulars address Box 579, CROCKERY AND GLASS JOURNAL.

REPRESENTATIVE WANTED

WANTED—A reliable, experienced representative in the metropolitan district for a modern old established dinnerware pottery. Address Box 578, CROCKERY AND GLASS JOURNAL.

GLASS SALESMAN WANTED

SPLENDID opportunity open with old established manufacturer of high grade stem ware and oven glass. To travel middle western territory. Experience in glass business preferred. Automobile an asset. Drawing account against commission. Our own salesmen know of this advertisement. Write in confidence to Box 582, c/o CROCKERY AND GLASS JOURNAL.

CHINA SALESMEN WANTED

A LEADING New York City Importing House controlling many of the most important China lines has openings for a few high grade experienced salesmen with established trades to sell on Import and from stock. State towns traveled; average annual sales for past three years and class of merchandise sold. No objection to residing on territory. All information furnished will be held strictly confidential. Box 581, CROCKERY AND GLASS JOURNAL.

Buyers in New York

OCTOBER 21, 1926

C. Smith, china, glassware, housewares and toys, Brown, Thompson Co., Hartford, Conn., 240 Madison Ave.

L. D. Wood, art goods, fancy goods, Parke Show, Inc., Waltham, Mass., 116 West 32nd St., Room 1402.

OCTOBER 22, 1926

Mr. Moreland, housefurnishings, china, Mendel & Harris, New Haven, Conn., 115 West 30th St. (B. F. Levis).

J. W. Waldorf, china and glassware, Hochschild, Kohn & Co., Baltimore, Md., 220 Fifth Ave.

Miss Steinfeld, lamps, C. F. Hovey Co., Boston, Mass., 244 Madison Ave.

C. H. Hurlburp, china, glass, lamps and housefurnishing goods, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

R. E. Evans, china and glassware, J. N. Adam & Co., Buffalo, N. Y., 17 East 39th St.

OCTOBER 25, 1926

Mr. Miles, lamps, Mendel & Harris, New Haven, Conn., 115 West 30th St. (B. F. Levis).

E. J. Sacher, toys, S. White, Wheeling, West Va., Penn. Hotel.

OCTOBER 26, 1926

Miss E. Anderson, glassware, fancy china, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

Miss Sturgeon, gifts, lamps, Greensburg, Pa., 128 W. 31st St. (Weill & Hartman).

Miss Weingraf, gift shop specials, Outlet Co., 128 West 31st St. (American Retailers' Assn.).

L. Coeh, gifts, People's Store, Charleston, West Va., 1150 Broadway (F. Lilienthal & Co.).

Miss M. Gaynor, art goods, gifts, Rollman & Sons Co., Cincinnati, Ohio, 112 West 38th St. (Littman & Storch), 14th floor.

J. A. Watson, housefurnishings, Reid & Hughes Co., Norwich, Conn., 315 4th Ave. (D. G. Alliance).

OCTOBER 27, 1926

W. W. Taylor, housefurnishing goods, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

Miss E. Goddard, art goods and jewelry, Alms & Doepke Co., Cincinnati, O., 350 Broadway.

Miss K. Hagen, gifts, B. Nugent & Bro. Dry Goods Co., St. Louis, Mo., 112 West 38th St., 19th floor.

Mr. Schuller, toys, Sasso Dept. Store, Hazleton, Pa., 31 West 33rd St.

New York Imports

(Continued from page 26)

New York City from Bristol, England

Order, 50 casks china clay

S. S. Veendam from Rotterdam, Holland

Hudson Fwdg. & Shipping Co., 3 casks crockery

Pitt & Scott, 2 cases crockery

Bing, F., & Co., 4 cases crockery

American Express Co., 10 cases hollowglass, 3 cases crockery

Hirsch-Malgood Co., 4 cases crockery

Foster, W. A., & Co., 167 cases toys, etc.

Strauss, Eckhardt & Co., 309 cases toys.

Phoenix Shipping Co., 35 cases crockery

Grant, W. J., Co., 17 cases crockery

Grace National Bank, 10 cases crockery, 6 cases glassware

Borgfeldt, G., & Co., 111 cases toys, crockery, etc.

Woli, L., & Co., 53 cases toys

Phoenix Shipping Co., 30 cases crockery, etc.

Lazarus & Rosenfeld, 8 cases crockery

Woolworth, F. W., & Co., 102 cases toys, etc.

S. S. Carmania from Southampton, England

Robold, J. C., & Co., 5 cases earthenware

Comeford Resigns as Namm Ad Manager

Thomas P. Comeford, director of sales and advertising at the Namm Store, Brooklyn, and also director of the store, has tendered his resignation to take place about the first of next year, but would make no definite announcement of his future plans.

Mr. Comeford joined the Namm Store five years ago as director of sales and advertising. He has been actively engaged in advertising and sales-promotion work for the last eighteen years—for seven years as advertising manager of Simpson-Crawford Company on 6th avenue, New York City. He is one of the most experienced men in the retail advertising field.

Mr. Comeford is president of the Advertising Club of Brooklyn, a member of the Advertising Group of the National Retail Dry Goods Association and the Sphinx Club. He was also one of the leaders in establishing the Better Business Bureau in Brooklyn.

New York Showrooms

(Continued from page 15)

New Pleated Shades From India Prints

The idea of having lamp shades to match draperies, made from India prints has been put into effect by the Hindustan Art Co., importers of India prints and brasses, 315 Fifth Ave., New York. This is fast becoming one of the popular fads as women appreciate the attractiveness of having lamp shades match their hangings. The pleated shades offered by the above firm come in popular sizes, on enamel frames with buckram linen lining and are finished attractively with embroidered silk edge. These shades are made for the concern by the San-Dor Art Co., which is a guarantee of their stability and fine workmanship. The history of the printing of these lovely draperies, is an interesting tale. The natives of Hindustan, who do this artistic work, have a long lineage, being descendants of families who have been doing this kind of work for centuries, original decorators and artists who conceived the lovely motifs, thus the reproductions are faithful to the letter. The peculiar way in which these draperies are printed, is primitive and original. First the raw material is washed in the Ganges river, then blocks of wood are cut, and the designs and motifs are carved quite deep into the wood. The colors are applied one at a time and the printing is accomplished by hand pressing the blocks on the material. Only one color is printed at a time, so to produce the number of colors shown on the prints, takes just so many operations. The colors are fast, and will not fade with exposure to sun, wind or dampness. Such a process being all done by hand, by artists who are skilled in the art, gives these beautiful draperies their native appeal from artisans who know how to combine tones in striking effects against natural backgrounds. The firm are also importers of Moradabad brassware, exquisitely carved by hand and hand enameled in colors. There is a large assortment of these lovely brasses, comprising lamps, cigarette cases, trays, vases, etc. The lamps when combined with the pleated print shades produce a conspicuous and delightful unit in colorful design.

Attractions at Phillips, Thistle & Smith Salesroom

Phillips, Thistle & Smith, Inc., 1107 Broadway, representatives for the Pope-Gosser China Co., Coshocton, O., are showing some beautiful new offerings from this factory. These are one of the factory's Edgemont shape and are most pleasing from every standpoint. Worthy of special mention is one with a broad ivory band with a coin gold edge and verge line. Floral basket and wreath designs in charming colors and full coin gold knobs and handles add to the richness and extremely artistic quality of the patterns. In glassware, the concern are displaying a most interesting assortment in their new "Wildrose" line from the Seneca Glass Co., Morgantown, W. Va., which they represent in this market as well. The coloring of this is exquisite. The name "Wildrose" aptly describes

its delicate rose tint. This is a line that is sure to enjoy a successful reign of popularity. It is made in a complete line of stemware in two very lovely optic effects.

Horace C. Gray Co. Shows Fine Line of Artificial Flowers

The Horace C. Gray Co., 200 Fifth Ave., have at their showroom a line that will prove interesting to buyers of gift merchandise which consists of a big selection in artificial flowers. Nearly every kind of a flower is shown in this display. Placed as they are in one section of the room by themselves they are most pretty to look at. Their beautiful natural colors are so true to life that one would almost think they were in a florist's shop when viewing them and only close inspection reveals that they are artificial. A special feature is that they are heat resisting and of such a construction that they can be readily washed without doing them any harm.

Popular Priced Aquariums

A large assortment in popular priced aquariums are being shown by the Chas. A. Postley Co., Inc., 35 West 23rd St., which are well worth looking over and should prove very interesting to those in quest of merchandise of this character. A complete line is being shown in a variety of shapes in both colored and crystal bowls mounted on artistic wrought iron stands. The decorative treatment of the stands is carried out in a rose and leaf design. The Postley firm are selling these complete with castles, shells, mermaids, etc., for the bowl interior and even will supply gold fish if these are desired.

Westmoreland Line Augmented With New Creations

The Horace C. Gray Co., 200 Fifth Ave., New York representatives for the Westmoreland Glass Co., Grapeville, Pa., is showing a line of new Beige glass from this well-known factory that is distinctly different. The color is well adapted to glass and combined as it is with a decoration comprising a red California Poppy alternating with a purple Cornflower and green leaf spray, the word pretty is hardly adequate in describing its effect. Flower centers, salad sets, cheese and crackers, vases, sandwich trays and compotes are just a few of the items making up this line. There is also to be seen from the Westmoreland factory their satin finish line. One item in particular of this assortment that immediately demands attention is a candlestick holder. The base of this is modeled to represent a dolphin. This is in a satin finish while the top part to hold the candle is in a transparent pink. This combination has a very stunning effect. Other items in trays, candy jars, salads, etc., in the satin finish with a simple gold line edge are to be seen as well.

A lot of green drivers are painting the town red with yellow cars only to leave matters pretty blue when they are through.—*Louisville Courier-Journal*.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France. Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
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BRYCE BROTHERS COMPANY
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PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
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VICTOR BRISBOIS, INC., *200 Fifth Ave.*
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NORMAN HAWTHORN, *225 Fifth Ave.*
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PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones, Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

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ART INDUSTRIES, INC., *225 Fifth Ave.*
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A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinières, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
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FLODEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Floedel, Proprietor. Phone, Ashland 2355.

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D. KING IRWIN, *Fifth Avenue Building.*

Iroquois China Co., Hotel China. National China Co., Quality dinnerware. Paden City Glass Mfg. Co., Table, soda fountain glassware. Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*

Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*

Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

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PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*

Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*

Representing The Coshocton Glass Corp. The Belmont Tumbler Co. Sneath Glass Company Jackson Vitriified China Co. W. I. Tyner Pottery Company.

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Vol. 103, No. 18

NOV. 4, 1926

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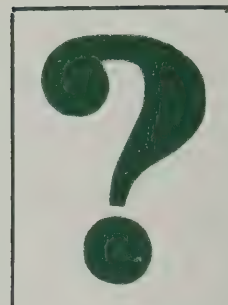
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Crockery and Glass Journal

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COMPLETE LINE OF HOTEL WARE, HALF THICK, WHITE BODY.
A GOOD ASSORTMENT OF TOILET SHAPES.

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body.

PRODUCTION

The equivalent of forty kilns on Ivory.

The equivalent of sixty kilns on White.

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.



And now, in the home—

The compartment plate is here to stay. It is economical to buy and saves any amount of work for the housewife. Hence the demand.

The new Smith-Phillips compartment plate meets this demand. It is light in weight. It nests perfectly. And the brilliant decorations available in a wide assortment of designs on the attractive ivory ware add a beautifying spot of color and an atmosphere of cheer to the dining room table.

Investigate the possibilities in this latest idea in dinner service.

The above decorations may also be had in open stock dinnerware items.

SMITH-PHILLIPS CHINA COMPANY

East Liverpool, Ohio

*Princess
Ivory*

IMPORT DINNERWARE LINES

NOW READY



FOUR YEARS OLD
AND GOING STRONGER EACH YEAR
OPEN STOCK DINNERWARE

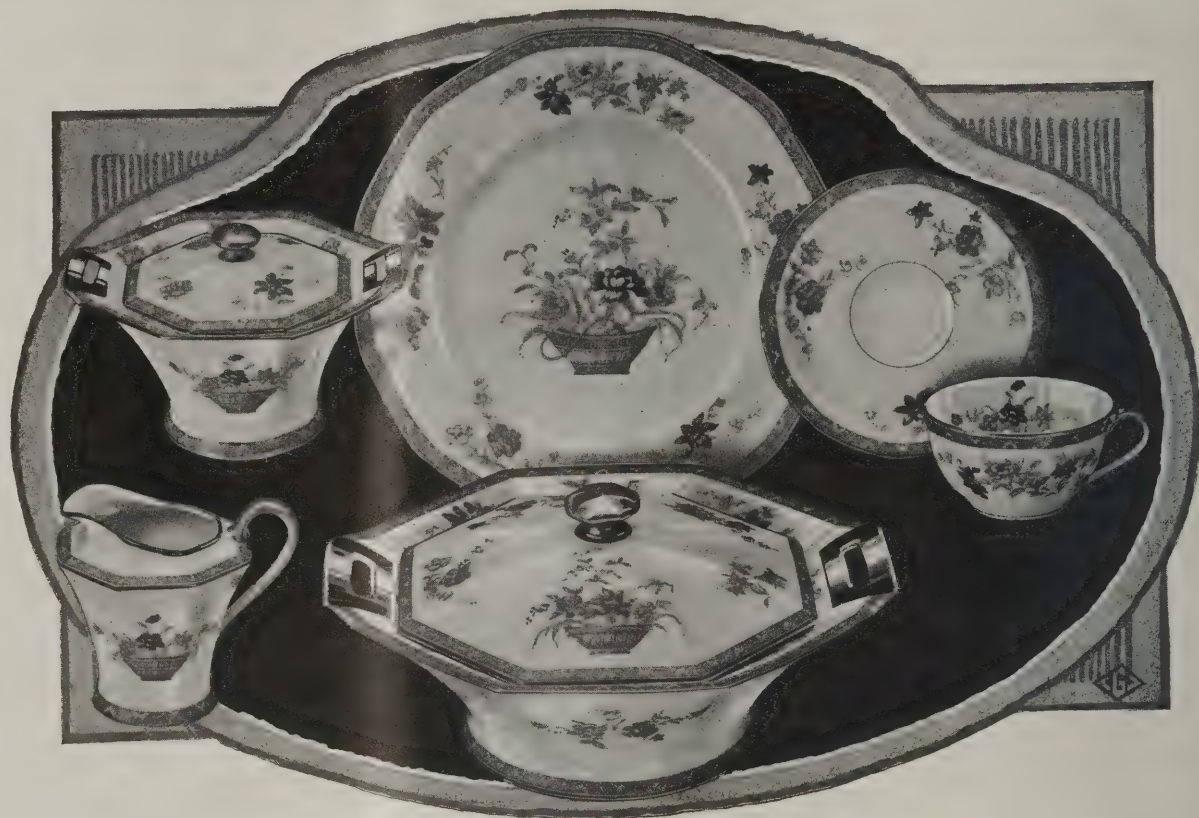
PATTERN 2108/15

TETTAU
BAVARIAN CHINA

One of the leaders in our Dinnerware Line. If you have not tried this pattern it would be worth your while, when next in New York, to stop in and see same, or better still write for sample of plate, cup and saucer, and complete open stock price list. You will find it a money maker and a ready seller.

ORDERS FILLED SAME DAY RECEIVED

LOUIS WOLF & CO., 215 Fourth Ave., N. Y.



The GANGA Design

Theodore Haviland
France

A new decoration so wonderful in its coloring, so dainty in the floral arrangement, so lovely as a whole, that we look upon it as the best of our creations. Indian reds, ochres, French blues and pastel shades—with a charming floral basket in the center and a narrow border design in soft blues and yellows. It is on the graceful Pilgrim shape.

White China

THEODORE HAVILAND
FRANCE



These marks identify all
genuine Theo. Haviland China



Decorated

Theodore Haviland
Simoges
FRANCE

THEODORE HAVILAND & CO.
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26 WEST 23rd STREET, NEW YORK

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

DEMAREST PUBLICATIONS, Inc.
45 EAST 17th STREET NEW YORK

SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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*East Liverpool and
Pittsburgh*

M. K. ZIMMERMAN
East Liverpool, O.

Vol. 103

November 4, 1926

No. 18

AS THE EDITOR SEES IT

Europe
lags
behind

Gains in the foreign trade of the United States in every continent of the globe except Europe are disclosed in an analysis of "Our

World Trade" for the first half of 1926 issued by the Department of Foreign Commerce of the Chamber of Commerce of the United States.

The gains in exports to all other continents have not been sufficient to offset the loss in exports to Europe.

"Our exports to every continent except Europe," the Department of Foreign Commerce finds, "were larger during the first half of 1926 than in the same half of 1925. Asia led with a gain of \$50,998,000, or 23 per cent; North America's gain was \$28,885,000, or 5 per cent; South America's, \$17,568,000, or 9 per cent; Oceania's, \$11,721,000, or 13 per cent, and Africa's, \$4,260,000, or 11 per cent. However, these combined gains failed to offset Europe's decline of \$269,873,000, or 21 per cent."

Some of the striking decreases in exports to European countries were: United Kingdom, \$63,074,000, or 13 per cent; Italy, \$40,102,000, or 34 per cent; Germany, \$97,040,000, or 53 per cent; Netherlands, \$20,276,000, or 27 per cent; Belgium, \$11,850,000, or 20 per cent. Exports to Soviet Russia in Europe declined \$14,572,000, or 39 per cent.

**Clearing
Trade
Channels**

A preliminary survey of the obstructions which beset the path of world trade will be made by the International Committee on Trade Barriers of the International Chamber of Commerce meeting at Paris on October 18. The American Section will be represented by Basil Miles, American Commissioner.

The magnitude and complexity of the task of clearing the international trade channels is reflected in the work assigned to the subcommittees which will report at the forthcoming meeting. Each has dealt with one of the following subjects: treatment of foreigners and legal and social discrimination; obstructions to transportation; financial difficulties, price and credits problems; prohibitions of importation and exportation; technical customs questions; international industrial agreements.

Having gone over the ground the committee will report to the General Council of the Chamber which will meet on October 20 to consider the program for the Stockholm meeting of the Chamber next year where the question of trade barriers will be the chief topic of discussion from the international business viewpoint.

The removal of trade barriers is regarded by the International Chamber, which took the initiative in bringing about the adoption of the Dawes Plan, as the next logical step in reconstruction.



CAUGHT IN THE NEWS NET



ALTHOUGH E. W. Hammond, owner and pilot of Miss Westchester 2nd had that speedy boat safely stored away for the winter he could not resist the invitation that came out of the West for him to enter the Atlantic Coast champion in the Elgin Trophy race at San Diego, Calif., December 11 and 12.

As a consequence Miss Westchester 2nd will be shipped to the Pacific Coast next Wednesday and Mr. Hammond will follow early in December to compete in the Pacific Coast classic.

Wm. S. Pitcairn, head of Wm. S. Pitcairn Corp., returned home last Thursday from a month's trip to the Pacific coast. While in the west he paid a visit to Vancouver returning home by way of Canada.

Paul Joseph the well known New York representative for the Duncan & Miller Glass Co., has been receiving the congratulations of his many friends in the trade, the reason being that October 25 last marked his forty-sixth anniversary in the china and glassware business. Starting October 25, 1880 he began his business career with the old firm of L. Straus & Sons, staying in their employ until 1895. He then left to go with Frank S. Parmelee who was then located at 55 Park Place and had the representation of the Duncan & Miller line. Upon the death of Mr. Parmelee in 1902 Mr. Joseph took over the representation of this factory in which capacity he has continued ever since.

Harry S. Hunt of the Hunt Glass Works, Corning, N. Y., spent last week in this city displaying his line in room 363 of the Hotel McAlpin.

Alex Shaw of the A. J. Fondeville & Co. sales force returned to headquarters last Monday after completing an eight weeks' trip that took him as far as the Pacific coast. His arrival home was most timely as it permitted of Eugene Fondeville stealing away from the cares of business and getting in a little hunting trip for a few days.

H. J. Godfrey who is well known in the trade and has a large circle of friends and who for the past seven years has been associated with Geo. C. Kindt & Co., severed his connection with this firm last week. Mr. Godfrey has been connected with the trade for the past seventeen years having been employed by Geo. Borgfeldt & Co. for ten years prior to his association with

the Kindt Co. He has not as yet made any definite plans for the future and for the time being anticipating taking a short vacation before joining up with a new connection.

D. King Irwin, the well known factory representative, will leave Sunday night on a trip the first stop of which will be Pittsburgh. From there Mr. Irwin will go on to the factory of the National China Co. at Salineville, O. and then proceed on to the Paden City Glass Mfg. Co., Paden City, W. Va., both of which factories he represents in the New York market. He anticipates being away until the latter part of next week.

R. E. McEldowney, general manager of the National Martinsville Glass Mfg. Co., was a visitor in New York for the past several days. While here he was conferring with his factory's New York representative Frederick Skelton.

Kennard L. Wedgwood, head of Josiah Wedgwood & Sons, Inc. of America, returned to New York last Saturday from a week's trip through the middle west. While away he was accompanied by Major Frank Wedgwood, head of Josiah Wedgwood, Ltd., Etruria, England. Major Wedgwood is at present visiting Canada and will remain there until this coming Saturday when he will sail for home aboard the *Megan*.

James E. Duncan, Jr., president of the Duncan & Miller Glass Co., has just completed a trip to Philadelphia from Washington, Pa. While in Philadelphia Mr. Duncan, who was accompanied by Mrs. Duncan and their son and daughter, visited the Sesqui-Centennial. Mr. Duncan's son returned to Washington where the factory is located, while the rest of the family visited New York where Mr. Duncan conferred with Paul Joseph his New York representative. While in the metropolis Mr. and Mrs. Duncan and the daughter made their headquarters at the Hotel Roosevelt.

John W. Gillies, in charge of production of the Mercer Pottery Co., Trenton, N. J., was a visitor in New York today (Thursday). While here Mr. Gillies was conferring with New York representative Geo. Nixon.

W. W. Harker, president of the Harker Pottery Co., and of the Potters National Bank, East Liverpool, who was recently operated upon in the Clinic Hospital, Cleveland, O., is reported recuperating favorably.

K. P. Beaty, the well-known modeler, is creating a new dinner set for the Harker Pottery Co., East Liverpool.

The Mission China Company, 652 S. Griffin Ave., Los Angeles, has secured the services of D. L. Bowman, formerly superintendent of the Knowles, Taylor & Knowles Co., of East Liverpool and also superintendent of the Summit China Co., of Akron, Ohio, and he is now superintendent of the Mission China Company, and is producing a very fine quality of ware, using nothing but English glazes. Sales Manager Frank P. Howard, formerly with the Sebrings, reports business very good and is going to increase production over fifty per cent, building another glaze kiln and two more decorating kilns, also enlarging the gloss warehouse and packing room. We are now running about twenty open stock patterns and will add several new patterns for 1927. Prospects for 1927 are very encouraging.

1926 Golf Season Closes

Thursday, October 28th saw the close of the 1926 golf season for the Pottery Glass and Brass Golf Association at the beautiful Mountain Ridge Country Club, at West Orange, N. J.

Honors for the day went to H. K. Satow and H. Thurston Owen with scores of 94. Satow shot an even 100 for the eighteen holes which, with his handicap allotment of 6 strokes, made his score 94. Owen received the same score by turning in a 104 minus a handicap of 10 strokes. A coin was tossed to determine the winner and Satow won.

Donald Miller won the Lobsitz prize for low gross, shooting a 97. The prize was a beautiful piece of silverware.

E. H. Peck, H. T. Owens and L. S. Owen tied in the hole guessing contest of the gross score turned in, which was 97. Mr. Peck guessed 99 and Messrs. Owens and Owens 95 each making a triple tie.

W. S. Pitcairn arrived from the west in the morning and he and Gilbert Pitcairn missed meeting one another in time, but arrived in time to play for the fifth hole.

For the season prizes George Nakayama won the championship medal awarded by the O'Gorman Publishing Co., while George Nakayama, L. S. Owen and H. K. Satow tied for the CROCKERY AND GLASS JOURNAL prize for the best net selected score of the season. Each had 67.

Annual Pottery Meet December 21

A meeting of the Board of Management of the Pottery, Glass & Brass Salesmen's Association was held

Thursday (today) at the Crockery Board of Trade Rooms. Two new members, August G. Allgrim, with Gimbel Bros. Milwaukee store and Francis Edward Walsh of the Morandi Proctor Co., Boston were elected. November 19 was set as the date of the special meeting for the nomination of directors and officers and it was decided to hold the annual meeting on December 21.

Many Exhibitors to Show Wares at Pittsburgh Show in January

That the annual Pittsburgh Glass and Pottery Exhibit next January will be up to the usual high standard set by this great exhibition of wares of domestic manufacturers is indicated by the manner in which exhibit space has been taken. The Associated Glass & Pottery Manufacturers, the organization of producers behind the annual show, completed on October 12 assignment of space to its members and virtually all remaining space at the Fort Pitt hotel has been taken. Exhibitors also are taking space at the William Penn hotel more rapidly than a year ago.

The 1927 Exhibit will begin Monday, January 10 and continue to January 27. This will give 16 business days and will be somewhat shorter than the 1926 Exhibit.

While there have been a few changes among the members of the Associated Glass & Pottery Manufacturers, the displays of domestic glassware, dinnerware, art pottery and decorative lines will be larger than ever. More space has been taken over by the Association at the Fort Pitt hotel and 64 members of the Association will have displays in the January Exhibit, most of them at the Fort Pitt hotel.

Pittsburgh's position as the center of the pottery and glassware production of the United States never is more emphasized than during the January Exhibit when buyers can visit many factories as well as the displays in Pittsburgh hotels. In addition to the displays of the members of the Associated Glass & Pottery Manufacturers there will be shown many other lines, in fact the displays of non-members take more space than the members of the show association.

The members of the Associated Glass & Pottery Manufacturers who are fostering the January Exhibit in Pittsburgh and through whose efforts the Exhibit has been conducted on a high ethical plane in recent years are:

Albright China Co., Carrollton, Ohio; Art Industries, Inc., New York City.

Bartlett-Collins Glass Co., Sapulpa, Okla.; Brush Pottery Co., Zanesville, Ohio; Bryce Bros. Co., Mt. Pleasant, Pa.

Cambridge Glass Co., Cambridge, O.; Carrollton Pottery Co., Carrollton, O.; Central Glass Works, Wheeling, W. Va.; Consolidated Lamp & Glass Co., Corapolis, Pa.; Co-Operative Flint Glass Co., Beaver Falls, Pa.; Crescent China Co., Alliance, O.; Crooksville China Co., Crooksville, O.

(Continued on page 37)



WHAT THE POTTERIES ARE DOING



Indications Point to Two New Dinner Shapes from East Liverpool

INDICATIONS are rather pronounced at this time that at least two new dinner shapes will be placed on the market by East Liverpool manufacturers late next month, but that deliveries cannot be made until early spring. The manufacturers whose names have been linked with these new shapes refuse to confirm the reports now current in this district.

Should these new shapes be launched on the market, it is quite likely they will be in the ivory body.

A year ago twenty-odd new shapes were placed on the market, and all of these were featured during the January buying season. With the late report of two more shapes being proposed and that they will be made in ivory, the trade will have three additional ivory patterns available in January. With the two shapes proposed here, the W. S. George Pottery Co., at East Palestine, O., will also have an ivory body on the market, this firm now arranging to place its No. 4 factory at East Palestine on ivory body production.

The Steubenville Pottery Co., is now operating its No. 1 plant at Steubenville, O., on ivory, and its new No. 2 factory north of Steubenville has always been in the production of ivory. The change from white to ivory at the No. 1 plant of the Steubenville Co., was made but recently.

With additions being made to the output of ivory body dinnerware, producers now declare that the ivory body is "here to stay" and that the ware is now past the "fad" stage, as many distributors early this year thought the body would prove to be a "fad" only. The production of whiteware, however, still holds first place.

W. D. Gilmore Visits East Liverpool

W. D. Gilmore, dinnerware buyer for the Hens, Kelly store at Buffalo, spent a brief visit to the local district. He was interested in merchandise for both immediate and future shipment.

William Tickell Off on Road

William Tickell, eastern salesman for the Smith, Phillips China Co., after spending a week at the factory in East Liverpool, left for his territory, this being the last journey he will make with his full line this season. He plans to return to the factory office immediately following the Christmas season.

John Horton Leaves E. H. Sebring Plant

John Horton, for many years in charge of factory operations at the plant of the E. H. Sebring China Co., Sebring, O., has severed his connection with this interest. Accompanied by Mr. Horton, Mr. Horton has begun a European trip. He has been succeeded by Kenneth Sebring, a son of E. H. Sebring. Mr. Horton is widely known in the dinnerware industry.

Kentuckian on Buying Trip

Mr. Dennison, in charge of the dinnerware and glass department of the J. D. Purcell Co. department store, Lexington, Ky., has been spending several days in the East Liverpool district. He was seeking dinnerware for early delivery, and also anticipated stock for future shipment.

Harry D. Wintringer Heads Pottery Committee

Harry D. Wintringer, president of the Steubenville (O.) Pottery Co. has been named chairman of the Earthenware and Pottery Committee, of the Atlantic States Shipper's Advisory Board, which has been formed among 30 shippers and distributors in the Pittsburgh, Pa., district. A general meeting of this organization was held at the Hotel Shenley, at Pittsburgh, Wednesday, Nov. 3rd, at which times there was a discussion relative to the speeding of freight handling in the Pittsburgh district, and of which the East Liverpool, Steubenville, Sebring and East Palestine territory is a part.

To facilitate the handling of freight shipments, the entire country has been divided into fourteen districts, most of which have been organized and functioning.

Report Keller Pottery Changes Hands

It has been reported here by supply houses that the plant of the Keller Pottery Co., North Wales, Pa., has changed hands. The factory was located at Norristown and later moved to its present site. The factory has been in the production of general line of stoneware.

Kresge Big Dinnerware Buyer

Although the Kresge syndicate stores absorb the major portion of the production of dinnerware of the plant of the Mt. Clemens Pottery Co., Mt. Clemens, Mich., the syndicate continues to be a liberal buyer of ware in the open market, and considerable shipping is done from the district to this chain.

It was reported here this week that the Kresge Co., opened eleven new stores during October, making the total number of stores in operation at the close of October 352. Of the new stores opened, six were of the large 25 cent to 1 dollar stores and five were of the five and ten-cent class. The number of each class of stores now operated by this interest is 97 of the 25 cent to 1 dollar type and 255 of the five and ten-cent type. In the former class 21 such stores have been added to the chain this year and 29 of the latter type. Dinnerware is made a feature in each of these stores.

Little Change in Dinnerware Production

Little if any change is noticeable in the production records of dinnerware plants in the eastern Ohio territory. While a few of the factories are working on an average of five days per week, a few are working the half-day on Saturday. Decorating departments are averaging more hours per week than most any other department.

Some of the manufacturers are in receipt of business for December delivery, but intended for January sales. The bulk of the holiday merchandise will have been shipped out of the district within the next two or three weeks, and then orders for ware for the January season will be worked out.

Demand for the ivory body is keeping up to the expectations of the producers, but white ware continues in the usual line of request for this season of the year.

Jobbers have been receiving steady shipments, and little more goods remain to be forwarded these distributors for current local delivery for this year.

Big Chain Store Merger Is Reported

Pottery salesmen who have been traveling the New York State territory have been informed at Buffalo, N. Y., of the report of the consolidation of several large chain store interests operating in the Middle West and southern states. It is also said in this connection that the combined sales of the proposed new chain would be exceeded only by the Woolworth and Kresge interests. Steel's Consolidated Stores of Buffalo and Canada is said to be one of the interests that may be included in the new deal, provided it goes through.

Report Sprays Will Predominate New Lines

While dinnerware manufacturers will show a number of new border patterns for 1927 delivery, it is announced that sprays will predominate most all new lines. In fact the majority of the new treatments developed and shown the manufacturers so far this season have been along the lines of sprays and medallions, although the border patterns have not been entirely overlooked.

High colors will very likely predominate again, as the retail trade just now seems partial to this class of decoration.

(Continued on page 37)



The Foundation of Business is Confidence—U. S. Chamber of Commerce, "Principles of Business Conduct."

BUSINESS has its code by which the worth of the individual firm is gauged. The vast army of consumers sits in judgment.

In Minpro Spar users are assured of dependably excellent quality and a whole-hearted subscription to recognized principles of fair dealing. R & H has gained a favorable verdict—the reputation of giving satisfaction.

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Cleveland
San Francisco
Kansas City

Trenton
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Baltimore



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Tri-State Buying Association Meets in New York Next Week

ANNOUNCEMENT has been made that the quarterly buying meeting of the Tri-State Buying Association, composed of department store owners in Western Pennsylvania, Eastern Ohio and West Virginia districts will be held at the Pennsylvania Hotel, New York City, commencing Monday, November 8th. S. W. Metzler, of the Wright-Metzler department store at Uniontown, Pa., is the secretary-treasurer of the Association.

Among the department stores in the Tri-State district who have been buying through this group are J. W. Smith Drygoods Co., Geneva, N. Y.; Sturtevant Co., Zanesville, O.; Smith Bros. Co., of Ridgway and Wilcox, Pa.; C. H. Smith Sons Co., Olean, N. Y. and Oil City, Pa.; J. M. Hartley & Co., Fairmont, W. Va.; Martin & Naylor, Gloversville, N. Y.; The Metzger, Wright Co., of Sheffield and Warren, Pa.; H. G. Munger Co., Herkimer, N. Y.; Wright, Metzler Co., operating two stores, one at Uniontown, Pa., and at Brownsville, Pa.

Dinnerware and glass buyers for these different firms have for some years registered here during the annual Glass and Pottery Exposition season, and future lines will be specified during the New York meeting, it is said here.

Ira Clarke Visits Aged Parents

Ira M. Clarke, who recently retired from the active management of the New Martinsville Glass & Mfg. Co.'s plant, at New Martinsville, W. Va., has returned to his home from a motor trip through Michigan, and during which he spent some time with his mother, who is aged 83 years and his father, who is aged 86 years. As has been his custom for some years, Mr. Clarke is now arranging to spend a season hunting in the West Virginia mountains. His future commercial plans have not been determined.

Repair D. C. Jenkins Glass Co. Tank

Repairs have about been completed to the tank that recently burst in the factory of the D. C. Jenkins Glass Co., Arcadia, Ind. It is estimated that 12 tons of molten glass flowed from the tank when it burst.

Queen City Glass Co. to Reorganize

The management of the Queen City Glass Co., which factory was operated for a brief period at Cumberland, Md., and later destroyed by fire, has announced that the

corporation has filed its petition in court seeking a court order of dissolution. A reorganization will immediately follow, and the business continued at Weston, W. Va. The company had been in operation but a few months when its factory suffered a severe fire loss.

Glass Factories Enjoying Fall Activity

All flint glass factories in this and surrounding districts are enjoying the usual late fall season of activity. Mail orders are holding up well, it is said, but seasonable lines are in heaviest demand. Department store buyers have been receiving their holiday goods, and very little of this class of merchandise remains to be shipped. For some weeks these distributors have been urging factories to advance shipping dates on many orders, and where deliveries have been made, the merchandise has been placed on sale.

There has been no decline in the demand for colored glassware, sales holding firm on all such lines. Several producers of this class of goods declared this week that current fall sales of the line are in excess of shipments of a year ago, and that orders are now being received for late December delivery, but in a nominal way. There will be slight buying for December delivery, so far as department stores are concerned, as department heads will want to know what January inventories show before any active buying is done.

U. S. Glass Co., Preparing New Line

In preparing its new line for 1927, the United States Glass Co. will continue its present policy of combining art and utility, thereby giving the retail trade a line of merchandise that will always be in demand. During the last year this interest has added materially to its line of art glassware, but every item so presented has had some particular use about the home. While many of these new items have been brought out in colored glassware, the same items in many respects are also to be had in crystal.

Keystone Art Glass Co. Formed

J. Milton Miller, of Reading, Pa., has completed the formation of the Keystone Art Glass Co., in which LeRoy A. Weidner, Aaron Levan and George C. Goodheart are also interested. An application for a Pennsylvania charter has been filed at Harrisburg, Pa. The new company will deal in all lines of glassware.

Hartford Glass Products Co. Formed

With a capital stock of \$100,000 the Hartford Glass Products Co. has been formed at Hartford City, Ind., according to word received here this week by supply houses. The new company has been formed by Clyde H. Overmyer.

Zollinger-Harned Co. to Add Space

Glass salesmen who have returned from the Pennsylvania territory have announced that approximately 50,000 square feet of selling-space is about to be added to the Zollinger-Harned Co.'s department store, Allentown, Pa. With this additional space, the company is expected to expand its housefurnishings goods department, and enter into the contract furnishing business on a large scale.

Hemingray Glass Co. Has Fire

Damage to the amount of over \$2,000 was caused at the factory of the Hemingray Glass Co., Muncie, Ind., a few days ago when a tank exploded. The tank at the time contained about 75 tons of molten glass. Only slight damage was done to the factory building.

John B. Swinney Now With Shephards

The manufacturing trade here has been informed that John B. Swinney, general merchandise manager for the Sanger Bros. store at Dallas, Texas, has been selected to succeed A. E. Case as general merchandise manager of

the Shephard store at Boston, Mass. Mr. Swinney at one time was associated with the Lord & Taylor interests.

Kaufmann & Baer Hold Dinnerware Sale

The Kaufmann & Baer Co., Pittsburgh, during the last week put on a special sale of dinnerware, the publicity announcing that 25,000 pieces were in stock for this sale. All of the ware was decorated, and the patterns were those that have been discarded by the producers. Imperfections were to be noticed on some of the pieces, the advertisement of the sale announced. The sale was a success in every particular, and the bulk of the offering was soon disposed of, and at popular prices.

Joseph Sullivan Goes With Kaufman-Straus

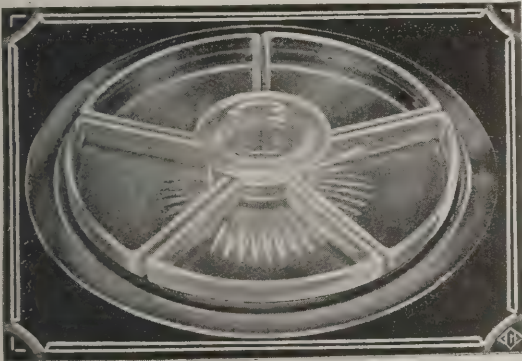
Although he has been associated with the May Co. store, Cleveland, O., for the last three years, Joseph Sullivan has resigned as merchandise manager and has gone with the Kaufman-Straus Co., at Louisville, Ky. Mr. Sullivan was formerly with the Outlet Co., at Providence, R. I., and at Louisville he will become president and general manager of the Kaufman-Straus interest.

Paulina—I believe it was rather a second-rate affair.

Perdita—Perhaps it was only an oversight, your not getting an invitation.—*Pittsburgh Panther.*

Squire—Did you send for me, my Lord?

Launcelot—Yes, make haste. Bring the can opener. I've a flea in my knight clothes!



No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

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| BOSTON
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Himmelstern Bros.,
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| Travelling Representatives
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CHICAGO | LOS ANGELES
Himmelstern Bros.,
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CHICAGO | SEATTLE, WASH.
Himmelstern Bros.,
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| Philadelphia
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Factory Representative

- | | | |
|--------------------|--------------------------|-------------------------------|
| E. B. Hill, | 5453 Kenmore Ave. | Telephone Ardmore 0897 |
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The Duncan & Miller Glass Co.
Washington, Pa.

DID YOU EVER STROLL UP ~ FIFTH AVENUE

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No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

*A Postcard Request Will
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*The CROCKERY AND GLASS JOURNAL
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What's New in New York Showrooms

U. S. Glass Co. and Dickinson's Showing
New Items While Oberlies Has New Cooker

United States Glass Co. New Bon Bon a Dandy



For something that is new and absolutely different the No. 8132 Heart Bon Bon illustrated herewith, which is a product of the United States Glass Company, Pittsburgh, Pa., certainly is destined to compel immediate attention and favor of the trade. With

the holiday season drawing close it is most timely and an article that will permit of quick and profitable turnover for the retailer. And then there's another holiday, St. Valentine's Day, coming along soon, when its appeal to the lovelorn will be even greater. The container has one-pound capacity and measures about 6 inches by 6 inches and is about $2\frac{3}{4}$ inches deep. The sides are vertical, while the cover, which is gracefully crowned, overhangs slightly, making unnecessary a knob or handle. The Bon Bon is listed in crystal, light green and the popular rose-pink, satined finish, and may be had either plain or with hand decoration. These decorations are Rose Wreath on green, Gold Scroll on green, Gold Rose and Scroll on pink and Gold Band on pink. Attractively priced as it is, this new item is certain to prove a winner.

Excellent Decorations on New Embassy Shape to Be Seen at Dickinson's

A brand new shape, The Embassy, which is a creation from the factory of Booths, Ltd., Tunstall, England, and of which the samples have only recently arrived, is now to be viewed at the salesroom of Edw. B. Dickinson, Inc., 37 West 23rd St., sole American representatives for this well known factory. While the production of this plant have always been excellent and enjoy a reputation to be envied, it is safe to say that in creating their new Embassy shape they have outdone themselves in producing one of the most charming offerings seen in the trade for a long time. The cover dish which is square from a flare foot, raises its tall sides in a distinct outward slant and ends in a wide curved up flange. The dome shaped cover is slightly inset and has a large square knob. The decorative treatments, of which there is an assortment of about fifteen selections to pick from, are quite in accordance with the excellence of the shape and it is really a hard matter to place one before another. Worthy of attention, how-

ever, is their Raleigh treatment which stands out prominently in the exhibit and demands special consideration. The coloring of this is a new powder purple worked out in a broken panel border effect and spaced at six equal intervals. The edges are treated with a gold strip applied over the edge of a brown print giving a dentelle effect. This is a decal rendition of what has been formerly hand work and it naturally follows that for this reason it is offered at a most reasonable figure for this class of ware. Another treatment, Chinese in character, is one which works out a distant mountain with a blood red setting sun and flying gulls overhead, while in the foreground a tree is featured blowing in the wind. It at once reminds one of the Autumn season. The secret of this lovely effect is simplicity and worked out as it is in colors of black and red with a gold illumination it is splendid. Still further is to be seen their San Toy, which is also typically Chinese in motif and is a faithful reproduction of an old decoration. This shows a full center pattern featuring a red wild flower combined with a green leaf spray worked out in conjunction with a thin figured border effect and a tan edge line. The result of this treatment is most pleasing in its effect. The complete line is being shown for import.

Whitehouse Steam Pressure Cooker a Home Necessity

Every housewife is looking for a utility that will give her the opportunity to devote less time to the drudgery of the culinary department and more time to things essential to education and relaxation. In the excellent "Whitehouse" cooker represented solely in the East by Oberlies Importers', Inc., 10 West 15th St., New York, there is every feature that makes for economical and dependable cookery. This substantial steam pressure cooker cooks edibles in an appetizing manner, giving better results with cheaper meats, than the more expensive cuts cooked in the old-time way. It is constructed of the highest grade aluminum with handles at the sides that release the top from the bottom automatically. The top will not stick or bind at the bottom, and the bottom can be used as a food chamber. As a time-saver, it is a necessity, for foods can be prepared in this steam cooker in thirty minutes, where two hours are required for foods cooked in the ordinary manner. As a fuel saver, it is indispensable, as there is about 75 per cent of fuel saved by the "Whitehouse" cooker method. For the modern housekeeper, the above features will commend the "Whitehouse" cooker as a profitable investment, bringing comfort and reliability to the kitchen department. It is tested and approved by Modern Priscilla, the New York *Herald* Food Institute, and by many food specialists, and Departments of Home Economics.

New York Imports

October 28

S. S. Glasgow from Hamburg, Germany

Owen Walsh Mfg. Co., 7 cases hollowglass
 Glock, J. L., & Son, 143 cases crockery
 Gimbel Bros., 1 case toys, 4 cases glassware
 Butler Bros., 16 cases toys, crockery, etc.
 Bernard, J. E., & Co., 15 cases crockery
 Foster, W. A., & Co., 20 cases earthenware
 Weiss & Biheller, 17 cases glass shades, 7 cases glassware
 Phoenix Shipping Co., 8 cases crockery, 1 case toys

S. S. Thuringia from Hamburg, Germany

Batlin, L., 1 case hollowglass
 Harrison, A., & Co., 9 cases hollowglass
 Downing, R. F., & Co., 1 case hollowglass, 1 case china
 Straub, P. A., & Co., 8 cases hollow glassware
 Chatham & Phoenix Nat. Bank, 54 cases earthenware
 Plummer, W. H., & Co., 1 case glassware
 American Art Novelties, 24 cases glassware
 Sullivan, W. S., Co., 2 casks crockery
 Wapler, N., Co., 4 cases porcelain, 39 cases hollowglass
 Wildermann, 2 cases crockery
 Fenton, A. W., Co., 23 cases crockery, glassware, etc.
 Kress, S. H., & Co., 1 case glassware, 1 case toys
 Kress, S. H., & Co., 3 cases crockery
 Vandegrift, F. B., & Co., 2 cases earthenware
 Fing, F., & Co., 2 cases marble ware
 R. & G. Import Co., 4 cases crockery
 Doniger, S., & Co., 8 cases glassware
 Wolf, L., & Co., 42 cases earthenware
 Carstens, C. & E., 10 crates crockery
 Wanamaker, J., 10 cases toys, crockery
 Andrews, D. C., & Co., 35 cases toys, crockery
 Chemical National Bank, 1 case crockery
 Inwalad, J. L., case crockery
 Jacobs & Kassler, 5 cases crockery, 1 case toys
 Straus, N., & Son, 14 cases glassware, earthenware
 Rimer, F. C., Co., 16 cases crockery
 Decorative Plant Co., 5 cases earthenware, 2 cases toys
 Mfrs. Trust Co., 12 cases porcelain ware
 Bernard, J. E., & Co., 82 cases glassware
 Wolf, L., & Co., 20 cases toys, crockery, etc.
 Noe, W. R., & Sons, 5 cases hollowglass, 3 cases glassware
 Macy, R. H., & Co., 17 cases toys, glassware
 Pomerance, S. H., Co., 20 cases glassware, 2 barrels clay goods
 Gallagher & Ascher, 1 case crockery
 Schenkers, Inc., 69 cases glassware, crockery
 Lightolier Co., 13 cases glassware, 2 cases crockery
 Guthman, Salomon & Co., 14 cases crockery
 Weissman Importing Co., 2 cases crockery
 Marshall Field & Co., 28 cases crockery, etc.
 Sheldon, G. W., & Co., 17 cases glassware
 Bernard, J. E., & Co., 4 casks majolica
 Globe Shpg. Co., 97 cases glassware
 Phoenix Shpg. Co., 168 cases glassware

S. S. Luetzow from Bremen, Germany

Wildermann, C., Co., 24 cases earthenware and woodenware
 Globe Shipping Co., 7 cases crockery
 Hutter, K., Inc., 71 cases crockery
 Foster, W. A., & Co., 3 cases crockery
 American Express Co., 11 cases glassware
 Borgfeldt, G., & Co., 143 cases toys

S. S. Samland from Antwerp, Belgium

Field, B. H., & Co., 4 cases crockery
 Otto, C. B., 2 cases crockery
 Continental Ceramics Corp., 36 cases crockery
 Cofod, A. F., Co., 5 cases pottery, 1 case china

S. S. Majestic from Southampton, England

Chas. Hall, Inc., 2 casks chinaware
 American Express Co., 16 cases pottery, etc.
 Haviland China Co., 46 casks porcelain
 Downing, R. F., & Co., 13 casks porcelain
 Streiff, C., 8 casks porcelain
 Carson, Pirie & Scott, 7 casks porcelain
 Meakin & Ridgeway, 14 packages earthenware
 Eleto Co., 1 cask earthenware, 1 cask glassware
 Gerlach, F. C., 18 packages earthenware
 Leyland, C. N., Inc., 1 crate earthenware

October 29

S. S. Reliance from Hamburg, Germany

American Shpg. Co., 10 cases brassware

United Arts & Crafts, Inc., 1 case earthenware
 Brown & Reese, 10 cases earthenware
 Freedman & Slater, 1 case earthenware
 Sheldon, G. W., & Co., 7 cases glassware
 Ruhe, F. H., 10 cases glassware
 Hauptman, A., Inc., 14 cases glassware
 Eimer & Amend, 45 cases hollowglass, 5 cases glassware
 Byrnes, W. J., & Co., 1 case hollowglass, 2 cases earthenware
 Down, 4 cases hollowglass
 Guthman, Salomon Co., 3 cases crockery
 Sheldon, G. W., & Co., 18 cases hollowglass
 Gallagher & Ascher, 10 cases crockery
 Weiss Forwarding Co., 5 cases crockery, 1 case toys, 1 case glassware
 Inwald, J., Glass Co., 5 cases glassware
 Gimbel Bros., 3 cases glassware
 Todd, T. S., & Co., 12 cases earthenware, 1 case glassware
 Straub, P. A., & Co., 2 cases hollow glassware
 Lazarus & Rosenfeld, 2 cases lead castware
 Rohner, Gehrig & Co., 1 case earthenware
 Stern, S., 1 case earthenware
 Cahm, L. D., & Co., 6 cases enameled hollow ware
 Mohawk Novelty Co., 1 case glassware, 1 case toys, 2 cases earthenware
 Koscherak Bros., 22 cases crockery
 Decorative Plant Co., 3 cases crockery
 Friedlaender, O. O., 10 cases crockery, glassware, etc.
 Abraham & Straus, 13 cases crockery, glassware, etc.
 Wolf, L., Co., 19 cases toys, etc.
 Nassau National Bank, 11 cases crockery
 Gimbel Bros., 1 case glassware
 Noe, W. R., & Sons, 4 cases shades
 Batlin, L., 3 cases hollowglass
 Fenton, A. W., & Co., 5 cases crockery, etc.
 Elite Import Corp., 2 cases crockery
 Veith, A. & H., 7 cases glassware
 Schaffer, M., Co., 11 cases crockery, 21 cases glassware
 Stern, S., 4 cases crockery
 Wanamaker, J., 18 cases crockery, etc.

S. S. Oregon Maru from Genoa, Italy

Gommi & Co., 3 cases earthenware
 Kronfeld, Saunders & Co.
 Globe Shipping Co., 6 cases earthenware

From Naples, Italy

Kupper, H. C., Inc., 24 cases earthenware

S. S. Samland from Antwerp, Belgium (additional cargo)

Holders Bill of Lading, 11 cases earthenware, 1 case earthenware
 Panama Pacific Lines, 5 cases crockery
 Heinrich & Winterling, 2 cases crockery
 Meadows, Wye & Co., 1 case earthenware
 American Shipping Co., 17 cases earthenware
 Globe Shipping Co., 34 packages earthenware, etc.
 Ovington Bros. & Co., 1 case earthenware, 2 cases glassware
 Kuyper, P. C., & Co., 1 case china
 Phoenix Shipping Co., 4 cases hollowglass
 Goetz, O., & Co., 46 cases crockery
 Lazarus & Rosenfeld, 32 crates crockery
 Kahla China Corp., 2 cases crockery
 Rehberger & Son, 1 case crockery
 Mitchell, Bissell & Co., 16 cases crockery
 Koscherak Bros., 16 cases hollow glassware
 Shackman, B., & Co., 6 cases toys, 2 cases crockery
 Metrop. Pottery Co., 54 crates crockery
 Butler Bros., 102 packages crockery, etc.
 American Transcontinental Co., 11 cases crockery, 13 cases toys
 New York Merchandise Co., 331 cases toys, etc.

October 30

No imports.

November 1

S. S. President Roosevelt from Bremerhaven, Germany

Consmiller, L. A., 9 cases decalcomanias
 Heinrich & Winterling, 1 case crockery
 Butler Bros., 6 cases crockery, hollowglass, etc.
 Phila. Girard Natl., 2 cases toys, 5 cases crockery
 Hirsch, J. B., & Co., 5 cases glassware
 Foster, W. A., & Co., 4 cases toys, 5 cases crockery
 Elliott, Greene & Co., 5 cases glassware
 Sellers, C. W., & Co., 4 cases decalcomanias

S. S. La Savoie from Havre, France

Henshaw, G. A., & Son, 7 cases majolica
 Henjes, F., Jr., Inc., 8 cases glassware
 Tiffany & Co., 1 case porcelain

Paris Ablaze With Color Says Noted Art Expert

By H. LEDYARD TOWLE

Paris—The hunter's moon hangs low over the Place Vendôme and in the gardens of the Tuilleries the fallen leaves rustle underfoot.

Autumn is in the air . . . and the Automobile Salon is on. All Paris is color mad! At the Grand Palais, where the motor car creations of the great manufacturers and in rows like the King's guard upon parade, there are tints of burnt orange, and the dull rich warmth of marmalade; taking their place in the color harmonies of the season and giving forth a note like the muffled sound of a convent bell.

Never before such a spectacle. No longer the dead monotony of sombre hues. Here is beauty, and life and nothing satisfactions for the eye, studied from Nature herself and deliciously reproduced in endless and ever-changing subtleties. The motor car is expressing at last the aesthetic ideals of its owner.

Town cars of jade. Roadsters of cafe-au-lait and crimson. Sedans of orchid and sable. The colors of the lagoons in Venice at mid-day. The myriad golden browns and copper-reds and brown-yellows of the autumn leaves. Greens of the spring brookside and rich scarlets that vision of poppies and sunsets.

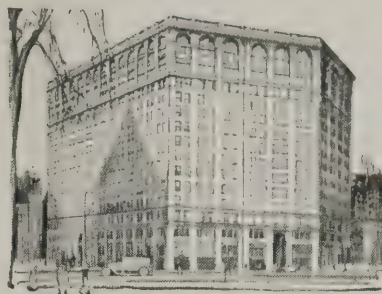
Outside along the Champs Elyées the changing kaleidope thrills with its never-ending stream of harmonies. The haute monde and the demi monde in whirling squadrons of satisfying color rolling past upon the smooth pavements like a flashing mountain torrent at the end of a rainbow. And here and there soft punctuations of wine color and black—the Paris taxicabs, for wine color and black is proper in a Paris taxi.

One night I attended a great function at the Opera. The Pageant of Transportation! Here the brilliant hues worn by the crowd were like a gorgeous Spanish shawl. I gazed down upon it from one of the little balconies overlooking the Grand Staircase. Gone are the gloomy simplicities of the past. All was life and color. The opera players, never so full of all the ravishments of sheer beauty as now, were sufficient for the artist even without the opera itself.

The President's Guard was there at attention, with their drawn sabres and gilded helmets gleaming. Inside, along the horseshoe, the boxes looked like veritable baskets of flowers hung along the walls. So filled were they with beautiful women, their gowns of orchid, peach, Rose de Versailles, Saint Germaine green, glacier or cloth of gold, being accented by the dark notes of the evening dresses worn by their escorts.

Yes, the Age of Color is indeed here! Now, whatever our nationality, our estate, or time of life, we can dare to express our color individuality, each in his own way; in our homes, our furniture, our automobiles and ourselves.

The Highland Novelty Shop, handling a general line of art goods, art pottery and lamps is new. Store located at 1508 W. 79th Street, Chicago.



You can see the leading pottery lines in one building

The Fifth Avenue Building offers this great convenience to out-of-town buyers. Here you can see many of the leading glass and crockery lines. Here, in one building, you can select your stock for the entire season. This centralization of buying opportunities combined with the unusual convenience of location brings to The Fifth Avenue Building the great bulk of out-of-town buyers.

Two elevated lines are within two blocks. There is a subway entrance in the building. Also two restaurants. Convenient to rail and steamship terminals. Close to leading hotels and theatres. Surface lines and busses pass the door.

The FIFTH AVENUE BUILDING

Broadway and Fifth Avenue,
at Madison Square, New York

"More than an office building"

CHICAGO OFFICE

312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Chicago Stores Hold November Sales

NOVEMBER sales opened in the big department stores of Chicago on Monday of this week. Carson Pirie Scott, Mandl Brothers and Marshall Field's were offering some unusual prices in dinner sets and table glassware, and early Christmas shoppers were urged to take advantage of the special pricings on art goods of all kinds. Burley & Co., one of Chicago's oldest retail establishments and specialists in glassware and china inaugurated their 88th anniversary sale commencing on Monday of this week. Chatsworth, of genuine Meakin ware, was featured in the opening days of the sale. Dinner sets from \$24 to \$100 each, including 110 piece sets in open stock patterns were suggested to the customers by Carson Pirie Scott & Co., while the Ovington's new store on Michigan Ave. was recommending a variety of art objects for the furnishing of the well appointed table.

Retail sales are now a step ahead of a year ago this

time according to many of the department managers in the larger department stores. With seasonal weather the first three weeks of November sales are expected to be heavy for the local stores and the crease in business will continue right through the month of December.

J. A. Lundstrom, sales manager of the Home Comfort Co., St. Paul, Minn., manufacturers of house-furnishing items, was in Chicago this week on business. This concern has recently added a line of decorated bread boards that have proven popular as \$1 retailers.

Becker, Ryan & Co., operating a department store at 63rd and Halsted Streets have announced their intention of erecting a larger store on their present site and adjoining property. The company now owns 77 foot frontage on Halsted St. and 124 foot frontage on 63rd St. An eight story and basement building is being planned. This will give Chicago another great outlying department store at one of the busiest corners in the city.

Montgomery Ward & Co. are planning to launch a new auxiliary selling method to consist of temporary merchandise exhibits in towns of 10,000 population and less. A store of 60 to 75 feet frontage will be rented for a period of two weeks or one month and the general line of merchandise carried by the large mail order house will be on display for inspection by the public and for order placing purposes. Orders will be mailed to the house and filled in the usual manner. This will be in the nature of a traveling merchandise exposition to acquaint the community with the values and qualities the company offers.

E. Sherman Roberts and C. W. Howe are successors to Marion Pierce and L. Joyce as the owners of the Arts & Crafts Shop, 107 N. Main Street, Rockford, Ill.

W. T. Darden, well known in the dinnerware trade for a number of years is again connected with the Albright China Co., and will maintain a Chicago sales play room and office for the makers of "American China for American Homes." Mr. Darden's headquarters are located at 58 E. Washington St., Chicago, and the telephone is Central 5580. The Albright China Co.'s dinnerware line, made at Scio and Carrollton, D.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO. Chicago Display, 806-7-8 Masonic Temple Flint Glassware, Harry G. Dalzell Pressed and Blown, Phone Etchings, Cuttings, Central 3497 and Iridescent.	EARL W. NEWTON AND ASSOCIATES IMPERIAL GLASS CO. ECONOMY GLASS CO. NATIONAL CHINA CO. OWEN CHINA CO. 9 North Wabash Ave. Phone: Central 3236	IRA A. JONES CO. 9 North Wabash Avenue Representing: Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.
THE SEBRING POTTERY CO. SEBRING, OHIO CHAS. L. SEBRING, President W. L. GERALD, Chicago Representative 666 Lake Shore Drive FURNITURE MART Phone: Superior 4100 Room 930	<i>This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.</i>	THE UNITED STATES GLASS CO. 30 E. Randolph Street Walter B. Lazure, Chicago Representative OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

has been growing in popularity with the buyers throughout the country and increased business in the middle-west made it advisable for the company to again open a Chicago office under the direction of Mr. Darden.

Beckwith Iron Works, Inc., 544 W. 79th Street, Chicago was incorporated recently with a capital stock of \$25,000, to manufacture ornamental and miscellaneous iron work.

The estate of the late John G. Shedd, head of Marshall Field & Co. was placed at \$15,215,000, with the widow and two daughters sharing equally in the bulk of the property.

Advertising Life of Trade, Says Coolidge in Broadcast

After describing advertising as "the life of trade", President Coolidge, in an address which was broadcast by radio, told the convention of the American Association Clubs at Washington, last Thursday, that its permanent success depends upon "a representation of the exact truth".

"Whenever deception, falsehood and fraud creep in they undermine the whole structure," said Mr. Coolidge. "They damage the whole art. The effort of the government to secure correct labels, fair trade practices and equal opportunity for all our inhabitants is fundamentally an effort to get the truth into business. The government can do much in this direction by setting up correct standards, but all its effort will fail unless it has the loyal support of the business men of the nation."

"The pre-eminence of America in industry, which has constantly brought about a reduction of costs," said the President, "has come very largely through mass production. Mass production is only possible where there is mass demand. Mass demand has been created almost entirely through the development of advertising."

The President asserted that advertising is the most potent influence in adapting and changing the habits and modes of life, "affecting what we eat what we wear and the work and play of the whole nation."

"I suppose that every head of a family knows that a new bonnet on the head of one of the women in the neighborhood is contagious," Mr. Coolidge declared, in describing the growth of a millinery establishment through modern advertising in a typical American community.

"Our chief warrant for faith in the future of America lies in the character of the American people," he said. "It is our belief in what they are going to do, rather than our knowledge of what they are going to have, that causes us to face the coming years with faith and confidence. The future of our country is not to be determined by the material resources, but by the spiritual life of the people."

Mr. Coolidge warned against greediness for gain.

"So long as our economic activities can be maintained on the standard of competition in service we are safe," he declared. "If they ever degenerate into a more selfish scramble for rewards, we are lost."

The President said that while wages are high, profits have been moderate. That means that the results of prosperity are going more and more into "the homes of the being exploited by large aggregations of wealth," the people of America are learning to "make such great concerns their most faithful servants."

"If this were not so the country," he said, "would not support 20,000,000 automobiles, purchase so many radios and install so many telephones. From a recent 'fear of being exploited by large aggregations of wealth,' the people of America are learning to 'make such great concerns their most faithful servants'."

In emphasizing his convictions, President Coolidge revealed personal observations he had made on the practical and profitable result of truthful advertising. He recalled the indifferent attitude of the public and manufacturers to the merits of advertising as it was projected in the Victorian period.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH & SIXTH FLOORS—49-51 WEST 23RD STREET, NEW YORK CITY

HAVE THE PLEASURE OF ANNOUNCING THAT THEIR 1927

IMPORTATIONS ARE NOW READY FOR THE TRADES' INSPECTION

We are featuring a wide selection of new Ivory Border encrustations that are certain to bring you many new customers. These are exceptionally deep and are combined with an additional broad gold band and line treatment on the shoulder. They are destined to bring immedi-



HEINRICH & CO.'S
mark is an
Assurance of Quality

ate sales and a quick turnover.

In dinnerware our offerings are larger and better than ever featuring a wide range of new decorative treatments in Ivory, while our showing in open stock service plates is one that you should not miss seeing.

FOR STOCK OR IMPORT

A visit to our Salesrooms will convince you!



A Distinctive American Product



For Home Decoration

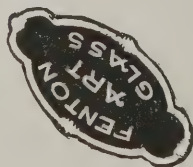
Sold Thruout the World

Send For our Beautiful
Catalogue in Colors.

Factory and Offices

FENTON ART GLASS CO.

Williamstown, W. Va.
U. S. A.





Entrance
to Palace
of Arts

PHILADELPHIA SECTION



The
Tower
of Light

THE firm of Tiedeken & Schlain, 204 Burd Building, has been dissolved and F. J. Tiedeken has taken Room 202, Burd Building. He will retain the agency for the Taiyo Trading Co. (Japanese China), A. E. Hull Pottery Co. (German China-Earthenware) and the Wellsville China Co. (Dinnerware and Specialties). These lines are the same as he represented before the formation of Tiedeken & Schlain.

Mr. Schlain has retired from the business temporarily and has not made any plans for the future.

Clarence Schroeter, former manufacturers' agent, with office in the Van Dam Building, 10th and Market Sts., has given up his lines and closed his office and has taken a position of buyer for the well-known hardware and house-furnishing store of Kinkerter & Sheppard Co., 4669 Frankford Ave.

Maurice Cohen, representing the Coshocton Glass Corp., has a wonderful line of cheap amber glass, which is very attractive. He also has a very good looking Sandwich Tray, which he is offering as a leader.

I. Vine, of Goldberg's Department Store, Trenton, N. J., was in Philadelphia recently doing some quick shopping for his November sale.

George Lerner, of Northampton, Pa., was in Philadelphia recently doing some extensive buying for the holidays.

Trade in the Philadelphia district fell off slightly the first two weeks of October, but picked up again in the last two weeks. Buyers generally state that they have a slight increase over their last year's business up to this time and expect to do a very large business from the first of November till the Christmas holidays.

The Gimbel and Lit Stores have been running anniversary sales and according to the large crowds in the stores they must be rolling up a large volume of business.

John F. Lane has returned from the Federal Glass Co.'s agents' convention of three days, October 4th, 5th and 6th. He has come home highly enthused and with great prospects of having a big year on their line, as the color and finish of the merchandise, he claims, excels any other line of similar manufacturer. He is now making calls on the trade with a new "Jack Frost" crackled jug, which Federal has newly made to match some tumblers.

T. Downs, Jr., formerly Philadelphia representative for A. H. Heisey & Co. and other factories, is now connected with the Philadelphia office of the U. S. Glass Co. in the Van Dam Building, 10th and Market Sts., associated with Capt. J. A. Hemple. He is well pleased with his new position, having booked some very nice orders for his company in the past few weeks. His many friends wish him a lot of success in his new position.

Francis Tomkinson, who is associated with his father, Joseph Tomkinson, and represents the Duncan & Miller Glass Co. and the Fostoria Glass Co. returned home last week for a brief stay between trips. He expects to go out again after November 1st for a short trip up the state, which will end his traveling for the balance of the year. Francis covers the state of Pennsylvania, as well as the state of New York, outside of New York City, for the Duncan & Miller factory. This keeps him very busy in connection with his trade in and around the city of Philadelphia.

John A. Nixon has just returned from a month's trip through Pennsylvania. Mr. Nixon made the trip in his automobile and had as a companion Cecil E. Taylor of the Taylor, Smith & Taylor Co. When they reached Pittsburgh Mr. Taylor stayed there to call on the local trade, which finished his traveling for this year. He is making plans to take a trip to Beverly Hills, Calif., where his family has been located for the past year, they having sold their home in Philadelphia, bought a new home in Beverly Hills and Mr. Taylor will be very glad to see his family, as this is the longest period of time that he has been away from them. He expects to return to Pittsburgh in time for the Pottery and Glass Exhibit at the Fort Pitt Hotel. He expects to be located in the William Penn Hotel with his line during the show.

FRED STOTT, Successor

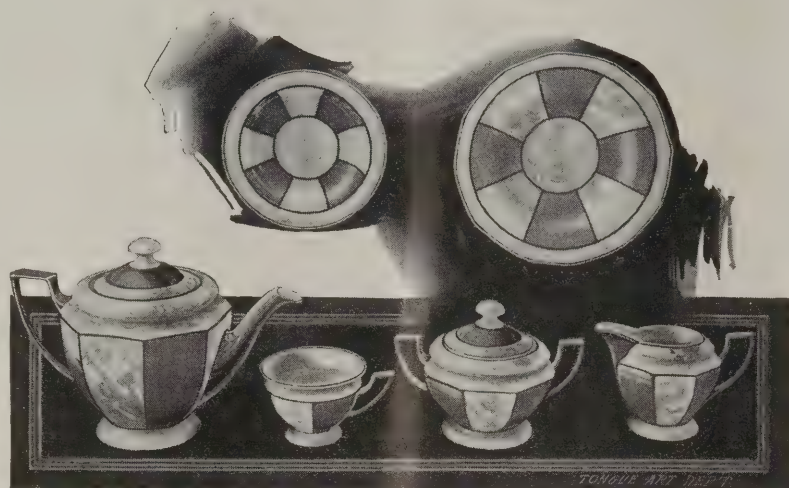
Formerly

PEACOCK AND ROOP
1007 Filbert St.

Representing

Economy Glass Co.	Westmoreland Glass Co.
Indiana Glass Co.	Space Saver Dish Co.
D. C. Jenkins Glass Co.	Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colcred Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.



Tea Sets of Delicate Color and Odd Shape

We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts.

Philadelphia, Pa.

WILLIAM C. BYRNES

Burd Bldg., Philadelphia, Pa.

Representing

CENTRAL GLASS WORKS

Makers of
Fine Glassware
Since 1863



Two Tone Stemware
Pleasing Color
Combinations
in
Old Rose, Green and
Amber

Complete Assortment of Lunch Trays,
Cheese and Crackers, Candy Jars, etc.

A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware
at Attractive Prices

HARRY M. BORTZ

REPRESENTING

TRADE MARK

HEISEY'S GLASSWARE

FOR YOUR TABLE

FOR HOME

Philadelphia



DECORATION

Office

406 Vandam Bldg.
1005 MARKET STREET

JOSEPH TOMKINSON

1104 Arch St., Philadelphia

FOSTORIA GLASS CO.

DUNCAN & MILLER GLASS CO.

DRESDEN POTTERY CO.

Fostoria complete glass dinnerware colored and crystal
plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glass-
ware colored and crystal.

Dresden Pottery Co., the new Apollo shape with many
attractive decorations.

JOHN F. LANE

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty

Colored Stemware

Pekoe Glow, Burgundy, Green, Blue and Amber on foot
and stem. Have above line in New Rose Cutting on
spiral optic.

Paul L. Larson

1104 Arch St.

Representing

HOCKING GLASS CO.
McKEE GLASS CO.
LANCASTER GLASS CO.
MOUND CITY GLASS CO.

Crystal and Decorated Glassware



NOVELTY FISH AQUARIUMS

No. 106 B

Oval Aquarium with
Black Glass Stand
Holds 3 Quarts

Ask for Circular
Showing Full Line
Black Glass Stands and
Iron Stands

GILLINDER & SONS, Inc.
Tacony Philadelphia

JOHN A. NIXON

906 Filbert St.,
Philadelphia

Representing Leading Lines of Pressed and
Blown Table Glassware and Pottery

Cambridge Glass Co.
Dunbar Flint Glass Co.
N. O. Cederborg Co.
Susquehanna Cut Glass Co.
Zanesville Stoneware Co.

*Glassware and Pottery in Popular Colors with Gold and
Iridescent Effects—Commercially Priced for Dept. Stores,
Gift Shops and Jewellers*

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N. W. Corner 10th and Market Sts.
Philadelphia

*Complete Line
Pressed and Blown Glassware
Lamps and Novelties*

J. A. HEMPLE

Sales Representative

Montgomery Ward Starts Dividend

The prediction made some months ago in financial circles that Montgomery Ward & Co., Chicago, would begin paying dividends on the common stock have materialized. Directors of the company, at a recent meeting, declared an initial quarterly dividend of \$1 on the common stock payable on November 15 to stock of record November 4.

Directors also voted to redeem the \$4,249,800 7 per cent cumulative preferred stock at the end of the present fiscal year at \$115 and accrued dividends.

Theodore F. Merseles, president of the company, in issuing an official statement said:

"The retirement of the preferred stock is evidence of the good judgment shown by the directors during the hard years of rehabilitation, in showing a constantly increasing equity back of the common stock. It should be remembered that the gross sales of the company have been increased from \$76,000,000 in 1921 to more than \$200,000,000, estimated, for this year. To handle this large volume of business, additional working capital was required, new plants needed to be built and some of our existing plants greatly enlarged. All of this has been accomplished without the aid of new permanent capital, so the benefit has been preserved for the stockholders.

"The retirement of the preferred stock will restore \$3,500,000 of charter reserves to earned surplus. By eliminating preferred dividends and charter requirements

on sinking fund and special surplus, it will add about \$750,000 annually to earnings on common stock.

"At the end of 1924, \$4,600,000 of back dividends had accrued on the Class A stock. These arrears have paid, so that, with the preferred stock dividend and charter requirements out of the way, the only charge ahead of common stock will be the \$1,435,000 dividends on Class A stock.

"We have now reached the point where dividends can be commenced with a reasonable certainty of their continuance. As each year's business is closed and the net results made available, the directors will be in a position to consider extra dividends, based on the total net earnings."

Imports

(Continued from page 22)

Graham & Zenger, 2 casks earthenware
Macy, R. H., & Co., 2 casks chinaware
Stern Bros., 3 casks chinaware
Haviland, T., Co., 40 casks china
Rohner, Gehrig & Co., 4 cases chinaware
Roger Gallet, 22 cases glassware
Frankel Imptg. Co., 1 case china
Ovington Bros. Co., 6 packages glassware
Semon, Bache & Co., 9 cases glassware
Ehrich, 6 cases glassware and china
Inwald, J., Glass Co., 10 cases glassware
Bonnie & Co., 3 cases earthenware
Andrews, D. C., & Co., 3 casks porcelain

November 3

S. S. Berengaria from Southampton, England

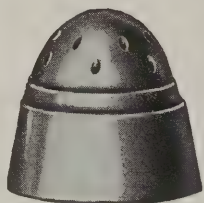
Franklin Simon & Co., 1 case earthenware
Robold, J. C., & Co., 1 case earthenware
Downing, R. F., & Co., 1 case china

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

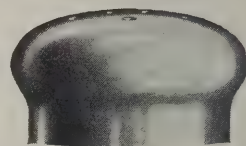
MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

MANUFACTURED BY

COLLINS & WRIGHT, Inc.

PITTSBURGH, PA.



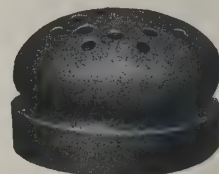
No. 282-2

WILL NOT
TURN
BLACK
—
STRONG



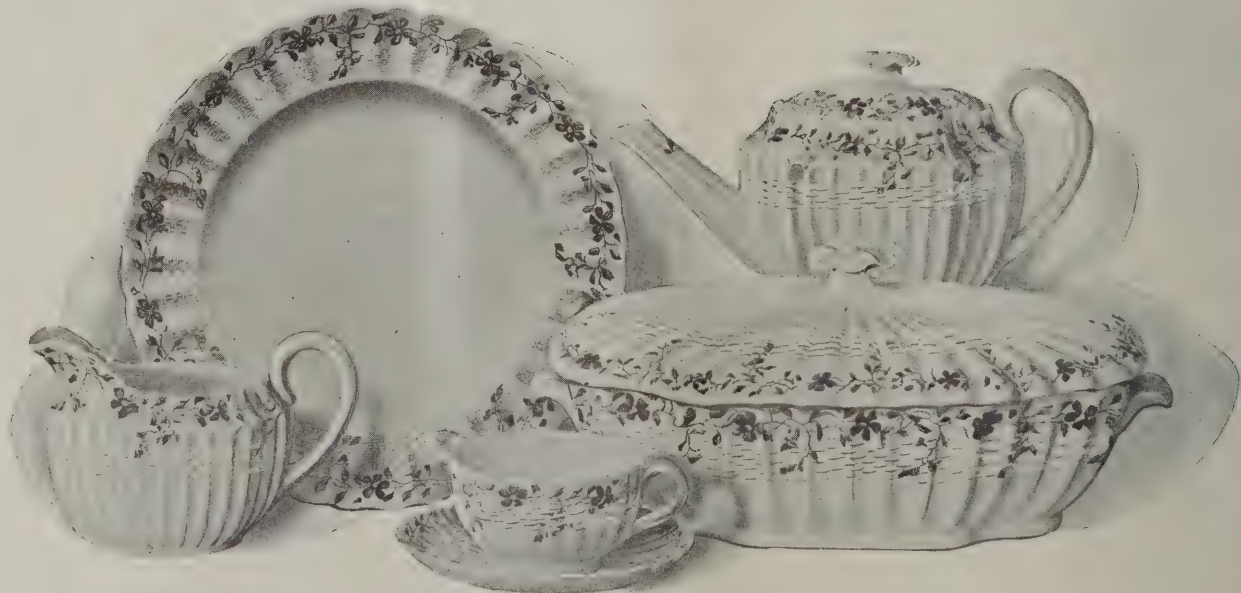
No. 133

EASY TO
CLEAN
—
NO OUTSIDE
THREADS TO
GATHER DIRT



No. 116

Spode's Wickerdale

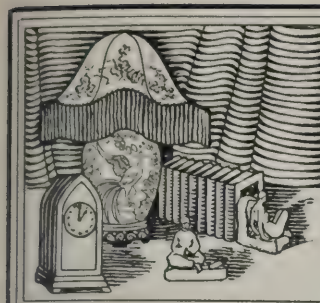


Illustrating a very old Spode border on Chelsea Wicker shape. The design is a free running border in brown, the coloring being painted in quaint effects of old blue, old red, pink and green enamels, giving a charming Old World effect.

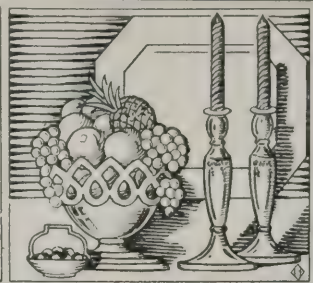
Stock carried in New York City

Send for samples and prices

Copeland & Thompson, Inc., 206 Fifth Avenue, New York



EVERY DAY A GIFT DAY



Round Tables Popularize Gift Wares

PERHAPS if the Knights of the Round Table could see their precious type of furniture handed down to posterity as a display counter, they might feel it a desecration to that historic attribute of their hostelry.

However, the round table has proven so desirable from a sales standpoint, that every Gift Shop recognizes this item as a most important part of equipment for featuring novelties to entice the wary shopper. In fact, the circular table is the most popular shop fixture counter, because of its easy approach on all sides which enables customers to view goods from every angle.

Many shops make the round table the nucleus of attraction by placing articles carefully selected and arranged, so as to give the customer an opportunity to see each item at close range. This type of display is

infinitely better than the glass covered counter, because of the opportunity it affords for arranging objects in various ways. For instance, one shop used a rather fanciful and striking idea in giving a large vase the central position on the table, and next in order candlesticks, then bowls and on the outer edge odd cups and saucers with smaller articles. The pyramid style of display is an excellent method of arrangement as each object having a graduated position affords the approaching customer a good view of single objects at long range. Another very fascinating conception of an unique setting was developed by using glassware of five colors; red, green, blue, amethyst, amber and white. The top of the table was divided into five equal sections, each color, with the white, occupying a separate space. Beginning at the center of the table with larger objects and broadening out to the outer edge with smaller items. This made almost a perfect star

(Continued on page 37)



Ovington's Round Table Gift Display Delightful in Its Simplicity

Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By BEATRICE MILLER WISNER

Graceful Flower Arranger

FLOWERS! Who could resist their charm, bringing all that nature can offer of delicacy and fragrance. However, even their superb beauty can be intensified with an ornate container. The exquisite Cowan Pottery flower bowl and arranger illustrated, represented by Howard G. Selden, 225 Fifth Ave., New York, is unique and artistic enough to sustain the exacting beauty of any bloom. This is only one of the many numbers which have created widespread enthusiasm through the special artcraft and witchery of figure modeling. The flower arranger comes in ivory glaze and the outside of



the bowls in ivory glaze with the linings in various tints; hyacinth, amalfi, apple blossom and April. The delicate coloring of the linings of the bowls, are especially well adapted to decorative purposes, harmonizing beautifully with any color scheme and adding a special value to dining table service. The figure, representing a graceful dancer, with body in a tempting youthful poise, is delightfully nonchalant. There are many of these nudes that have been awarded first prize at the Annual Exhibition of the Cleveland Museum of Art. For coming seasons when many festivities are scheduled, these fascinating flower bowls and arrangers bring a new note to home furnishings in their unique conception and thoughtful modeling.

Handsome Chests for Many Needs

The novel chest illustrated, that are tempting feminine fancy, for the dresser or various other uses, show the exquisite workmanship of the Pompeian Bronze Co., 225 Fifth Ave., New York. The attractive combination of blue, ivory and gold effects so artistically used in the decorations, with the lovely motifs in basrelief, give these chests their specific value. These unusual chests serve many purposes, for cigarettes, jewelry or for the multi-



tudinous fads and fancies of the lady of the day; veils, ribbons, flowers, etc. For a man's gift they serve a real need. For every woman knows what a tragedy it is to select a token for the sterner sex, one which will be altogether useful and acceptable, and a lasting remembrance. These chests are not only useful gifts, but they are ornate pieces as well, as their fine finish and decoration add beauty to interior furnishings. The Pompeian Bronze Co. are also displaying numerous new gift items: candle boxes, lamps, book ends and other fascinating specialties which are beautifully modeled and handsomely decorated in gold, colors and bronze.

Bulbs With Bowls for Gifts

"Water Babies," little brown coated bulbs, nature's products peeping up from their cosy nest of pebbles, pebbles or water, tell the world of their existence in gracious bestowing their fragrance from the flowering blossoms. Narcissus, Paper White Grandiflora, bulbs of superior quality are shown by F. Rynveld & Sons, 352 Greenwich St., New York. By offering bulbs with bowls, chin-



and gift shops will create a greater demand for receptacles, that will adequately hold these narcissus bulbs. With five or more of these quality bulbs housed in a bowl or other container, the combined article will be popularized and ready sales consummated. Holidays offer a splendid inducement for the sale of bowls with bulbs, as a flowering gift creates a warmer reception through its delicate remembrance than almost any other token. The F. Rynveld & Sons issue a catalog which tells the bulb story in detail. This affords valuable information for those wishing to be acquainted with prices, quality, etc. Due to the Federal embargo these bulbs should be acquired at the first opportunity.

Perugia Pottery of Exquisite Design and Coloring

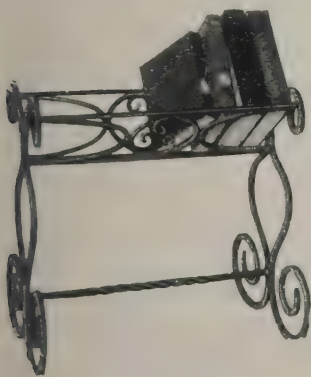
The beautiful Italian Perugia ware, now being shown by Nathan Straus & Sons, 119 Fifth Ave., New York, has more than mere loveliness for its passport. The remarkable coloring of this unique pottery with its fine conventional designs, so intricately interwoven, each color harmonizing against the soft colored backgrounds, is the outstanding attractiveness of this excellent pottery, which is sure to awaken a lively interest for those who desire pottery of individual character. The colors are lovely browns, reds, blues, yellows and other tones. Some of the pieces, of which there are numbers, have odd handles, representing dolphins, etc.



The collection of objects comprise; compotes, vases, candy boxes, fruit bowls and various other fascinating items. The illustration shows one of the handsome vases, with the distinctive designs, which so boldly characterizes this fine ware.

Book Cases of Fine Construction

No home is quite complete without its quota of books, and where there are books, there must of necessity be a suitable case or holder, which will prove an ornament to rooms as well as a useful and accommodating fixture. The fine hand wrought iron bookcase, one a trough and the other a hanging shelf, represented by Mary Ryan, 225 Fifth Ave., New York, are artistic examples of handcraft. These unique "book-houses" are hand wrought in natural iron finish, showing a beautifully modeled scroll pattern. Their



easy portable features make them desirable for the small apartment, where changing of furniture often results at short intervals. For the small room, if left to remain too long with objects in the same place, will become monotonous and tiresome. The advantages of easily moved furniture appeals to the up-to-date housewife, and the substantiality of these book racks and troughs, has popularized and sustained the desire for these excellent bookcases.



Czecho Refreshment Set of Quaint Modeling

Another lovely offering from the Czecho Peasant Art Co., Inc., 8-10 West 19th St., New York, is the novel pottery refreshment set pictured, showing the fascinating new idea; the inverted handle of the pitcher. The pitcher comes in two sizes and together with the mugs makes a practical decorative combination set for everyday use. The lovely original designs which are produced by the Czecho Peasant Art Co. are all authentic first-hand decorations from the mind of the renowned artist, Joseph Mrazek, who is now in Czechoslovakia busy working with the peasants of Lelovice creating new designs which are constantly being applied to the lovely objects, imported and shown



by the Czecho Peasant Art Co., at their attractive new showrooms above mentioned. New gift objects with the Peasant Art Co.'s original designs; the love bird, daisy and many other fascinating motifs against gay colored backgrounds, would give a lively effect to any interior scheme. Every piece from this firm bears their trade mark, with the stamped name of Joseph Mrazek, originator of the designs.

Complete Letter at Single Stroke

Of interest to department stores and mail-order houses throughout the country is the rumored introduction in the market soon of an automatic addressing and letter-printing machine, which will in a single operation print the letter, fill in the address and also address the envelope.

It is claimed for it that it will do the work of sixteen girls or more in the filling-in process alone, without counting the other part of the work, and that no difference is discernible between the type of the address and the body of the letter.

Headquarters for the Original Czechoslovak Ware



ALL of our decorations are copyrighted and will bear our registered trade mark and the name of Joseph Mrazek, as a guarantee of the authenticity of the designs.

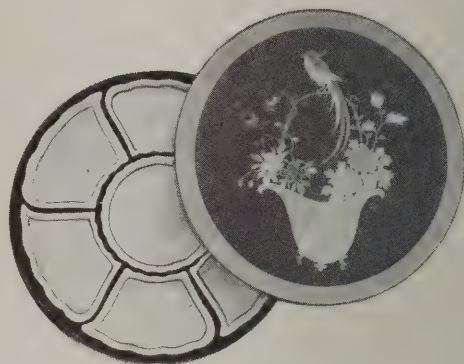
New and interesting designs have recently been added to this beautiful line of hand decorated ware. *Send for our catalog in full colors.*

CZECHO PEASANT ART CO., INC.
8-10 West 19th St. New York City

Selling Agents

Butterworth & Co., 225 Fifth Avenue, New York City.
Chicago Gift Market, 58 E. Washington St., Chicago, Ill.
The Newcombs, Knickerbocker Bldg., Los Angeles, Cal.
Geo. R. West Sales Co., 954 Liberty Ave., Pittsburgh, Pa.
W. W. Jacobs, Traveling Representative.

SWEET MEAT SETS



ARE VERY POPULAR ARTICLES—Come in large variety—made of a heavy quality, lustrous lacquer—hand painted scenic, bird and floral designs—with beautifully colored and decorated china or lustre compartments. WE HAVE A LARGE STOCK FOR IMMEDIATE DELIVERY—NOW IS THE TIME to replenish YOUR STOCK.

Send for new Christmas Catalog

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CRYSTAL TURTLES!



TURTLE FLOWER BOWLS

Crystal \$45.00 doz. Green \$48.00 doz.

225 FIFTH AVE.
NEW YORK CITY

Mary Ryan

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CHICAGO, ILL.

China and Porcelain Ware

That We Can Always Duplicate



1 Qt. Jug.....	Each	\$2.00
2 " "	"	2.50
3 " "	"	3.00

*Send for Sample Collection of
Newly Imported Porcelain Wares*

Write for Catalog in Colors

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IN A GREAT VARIETY
OF SHAPES, DESIGNS,
COLORS AND PRICES.

Early American

and tall slender graceful
lamps in light and polished
mitre cuttings in
crystal and colors are best
sellers in representative
lamp departments at the
present time.

SAMPLES WILL
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PRESS PAID.

Ideal Cut Glass Co.

F. L. Morecroft, President

Canastota, N. Y.

HERE IT IS!

We know you want our
individual, economical

Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria
service but perhaps you
did not know where to
buy them. We will fill
your orders direct, and
without delay.

We guarantee these
bowls as repre-
sented.



See Your Jobber or Write for Catalog

The Sanitary Sugar Bowl Co.

Manufacturers

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Pittsburgh, U. S. A.

TRADE MARK
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CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

WE offer to the Department
Store Trade highest qual-
ity ware and distinctive decora-
tions in commercial borders.
Prompt and courteous service.

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West

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President



THE GLOBE CHINA COMPANY

Cambridge, Ohio

Refined Colonial and Plain Shapes
Beautified and Adorned with Exclusive
Decorations of Artistic Design

OUR SPECIALTY IS DELIVERING TO
OUR CUSTOMERS WHAT WE
SELL THEM

A FULL DINNERWARE LINE OF
HIGH GRADE
SEMI-VITREOUS PORCELAIN

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CHICAGO OFFICE
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625 Old Colony Bldg.

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F. A. MINER
5 Prospect St.
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E. E. WILGUS
Rooms 35, 36, 37
111 Summer St., Boston,
Mass.

**EARL W. NEWTON
& ASSOCIATES**
9 No. Wabash Ave.,
Chicago

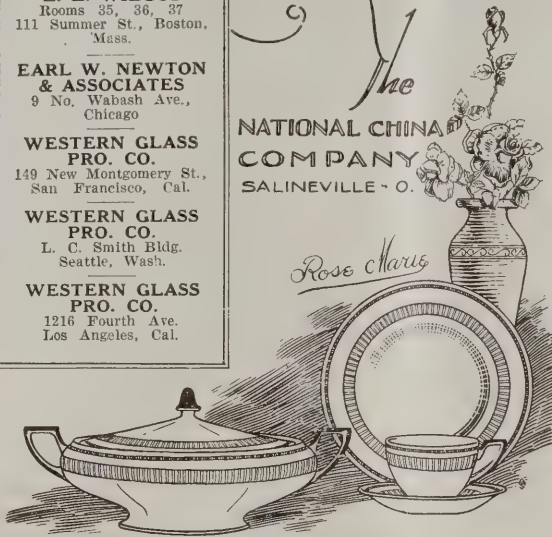
**WESTERN GLASS
PRO. CO.**
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**WESTERN GLASS
PRO. CO.**
L. C. Smith Bldg.
Seattle, Wash.

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*America's
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Semi Porcelain
Dinner Ware*

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**NATIONAL CHINA
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SALINEVILLE - O.



Oberlies Importers, Inc.

Crockery Household Utensils and Lion Steel Ware

Richard M. Schmidt, Representative

The Best Enameled Ware

The Ware That Wears

OPENED NEW HEADQUARTERS

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Ready for Business

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"SHADED LIGHTS"

For Chandeliers and Brackets. New
Shapes, Colors and Decorations.
Now Ready. Write for Samples.

DELICA WHITE

BEST GLASS FOR LIGHT

K. G. I. *Aims to* **SATISFY**

Crystal, Colors
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Novelties and
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Kopps Railroad
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for Special
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KOPP GLASS, Inc.

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"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

Pittsburgh Exhibitors

(Continued from page 15)

Diamond Glass-Ware Co., Indiana, Pa.; Dunbar Flint Glass Corp., Dunbar, W. Va.; Duncan & Miller Glass Co., Washington, Pa.

Economy Glass Co., Morgantown, W. Va.; Fenton Art Glass Co., Williamstown, W. Va.; Federal Glass Co., Columbus, O.; H. C. Fry Glass Co., Rochester, Pa.; W. S. George Pottery Co., East Palestine, O.

Hazel-Atlas Glass Co., Wheeling, W. Va.; Hall China Co., East Liverpool, O.; Hocking Glass Co., Lancaster, O.; Hopewell China Corp., Hopewell, Va.; A. E. Hull Pottery Co., Crooksville, O.; Huntington Tumbler Co., Huntington, W. Va.

Illinois China Co., Lincoln, Ill.; Indiana Glass Co., Dunkirk, Ind.

Jeannette Glass Co., Jeannette, Pa.; Jeannette Shade & Novelty Co., Jeannette, Pa.; D. C. Jenkins Glass Co., Kokomo, Ind.

Edwin M. Knowles China Co., East Liverpool, O.; Knowles, Taylor & Knowles Co., East Liverpool.

Homer Laughlin China Co., East Liverpool, O.; Lippincott Glass Co., Alexandria, Ind.

Maryland Glass Co., Cumberland, Md.; Macbeth-Evans Glass Co., Marion, Ind.; Mayer China Co., Beaver Falls, Pa.; McKee Glass Co., Jeannette, Pa.; Monongah Glass Co., Fairmont, W. Va.

National China Co., Salineville, O.; National Pottery Co., Roseville, O.; New Martinsville Glass Mfg. Co., New Martinsville, W. Va.

Paden City Glass Mfg. Co., Paden City, Va.; Pope-Gosser China Co., Coshocton, O.; Potomac Glass Co., Cumberland, Md.; Robinson-Ransbottom Pottery Co., Roseville, Ohio.

Sebring Pottery Co., Sebring, O.; L. E. Smith Glass Co., Mt. Pleasant, Pa.; Smith-Phillips China Co., East Liverpool, O.; Steubenville Pottery Co., Steubenville, O.; Summit China Co., Akron, O.

Taylor, Smith & Taylor Co., East Liverpool; C. C. Thompson Pottery Co., East Liverpool.

United States Glass Co., Pittsburgh; Utility Glass Works, Inc., Lonaconing, Md.; Vodrey Pottery Co., East Liverpool.

S. A. Weller Co., Zanesville, O.; West End Pottery, East Liverpool; Westmoreland Glass Co., Grapeville, Pa.; H. R. Wyllie China Co., Huntington, W. Va.; Zane Pottery Co., South Zanesville, O.

Manufacturers already are preparing new lines for the Exhibit. The probabilities point to several new shapes in dinner ware and to some new novelties for table use in semi-porcelain. In glassware, there will be some new colors and a more extensive showing of novelties than ever before. Decorating departments of glass factories will have several new lines which will be shown first at the Pittsburgh Exhibit.

The January Exhibit is used by domestic manufacturers to introduce their new lines which is the reason for the slogan of the Exhibit which is "See The New Wares First in Pittsburgh."

Every Day a Gift Day

(Continued from page 31)

of color and created an alluring and dazzling spectacle. With glassware this manner of ensemble can be carried out to a degree of beauty seldom accomplished with any other ware, and many prismatic designs might be produced employing a single color idea. Red, white and blue might be specialized with great success and Holidays give a wide scope for the use of reds, greens and white, assuring a most seasonable effect. One might also use several tables with a solitary color scheme, arranged in circular effect. This would undoubtedly be a beacon signal to the unwilling shopper.

The round table has so many commercial advantages for Gift Shops that the manager need only exercise personality and originality to complete an enticing display. Let the magic circle allure, persuade and hold fast its captives through its own magnetic and dominant features.

Pottery

(Continued from page 17)

Globe Decorating Kilns Operating

The Globe China Co., Cambridge, O., has placed its new battery of decorating kiln in operation, and by so doing the output of decorated ware has been considerably increased. This factory, which was formerly operated under the name of the Guernseyware Co., has lost no time since it was sold to its present owners and converted into a dinnerware shop. The lighting, heating and ventilating systems at this factory are now being changed in order that greater conveniences can be obtained throughout the shop.

Nine Price Adjustments Made

At a conference of the Western Standing Committees representing the United States Potters' Association and the National Brotherhood of Operative Potters, nine adjustments were announced relative to the making price of particular items.

Cuban Selling Agency Established

Rufino del Toro, Jr., located at Holguin, Cuba, has established the largest house-to-house selling agency in Cuba, according to word just received here, and, it is said, he proposes to make a special drive in the sale of dinnerware. Letters announcing the completion of the new organization were received by the trade here late last week.

Kenneth Sebring General Manager of E. H. Sebring China Co.

Kenneth Sebring, vice president of the E. H. Sebring China Co., Sebring, O., who has been in Florida for some time past assisting in the development of Beverly Hills, the Sebring's beautiful suburb at Sebring, Fla., is back at Sebring, O., where he has taken the place of J. M. Horton as general manager and sales manager of the plant.

CROOKSVILLE CHINA CO.
U. S. A.



H-4 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.
CROOKSVILLE, OHIO

Main Office and Factory
EASTERN REPRESENTATIVE
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Boston, Mass.

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John L. Pasmantier & Sons
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348 Morrison Hotel
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HARUTA & Co.
IMPORTERS OF
JAPANESE GOODS

141-147 FIFTH AVENUE
NEW YORK



This is one of our popular Satsuma design tea sets with tea plate in china ware.
Large variety of latest designs at attractive prices.
Immediate delivery from New York stock.

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American China
for
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Albright China
for the Jobber and Syndicate Buyer

Three Shapes

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Highlandplain
Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.
Main Office
Carrollton, Ohio

Factories
Carrollton, Ohio 14 Kilns
Scio, Ohio 9 Kilns

— clever, these Chinese! —

The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.


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OCTOBER 28, 1926

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J. Hertzberg, lamps, housefurnishings, china, S. Kann Sons Co., Washington, D. C., Mr. Kimelblatt assisting, 128 West 31st St.

OCTOBER 29, 1926

Mr. Moreland, housefurnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St.

NOVEMBER 1, 1926

Mr. Garcelon, housefurnishing goods, Wieboldt & Co., Chicago, Ill., 128 West 31st St.

NOVEMBER 3, 1926

Miss L. M. Proe, gift shop goods, Chamberlin-Jonnson-Dubose Co., Atlanta, Ga., 60 W. 35th St. (Wm. M. Van Buren).

D. Ballentine, china, glassware, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Assoc. Mds. Corp.).

Miss Horbach, gifts, novelties, Gimbel Bros., Milwaukee, Wis., 116 West 32nd St.

Mr. Poulette, china, glassware, William Hengere, Buffalo, N. Y., 17 East 39th St.

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A. J. Blankenship, toys, W. A. Green Co., Dallas, Tex., 333 Seventh Ave.

Miss M. A. Byrne, lamps, J. M. Hartley & Son Co., Fairmont, West Va., 105 Grand St.

Miss R. Elliott, gifts, Smith-Bridgman Co., Flint, Mich., 315 Fourth Ave.

Wolf & Dessauer, lamps, Fort Wayne, Ind., 128 West 31st St., 7th floor.

Miss Jackson, gifts and lamps, Cohen Bros., Jacksonville, Fla., 105 Madison Ave.

R. S. Dawson, toys, J. A. Rudy & Son, Paducah, Ky., 116 West 32nd St., Room 1402.

F. L. Warren, housefurnishing goods, china, lamps, Callender-McAuslin-Troup Co., Providence, R. I.

G. Sharron, gift and toilet articles, Sharron's, Inc., Plattsburg, N. Y., 116 West 32nd St., Room 1402.

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OTTO GOETZ, INC., 122 Fifth Ave.
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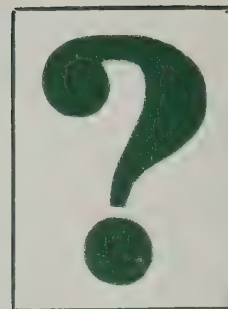


Vol. 103, No. 19

NOV. 11, 1926

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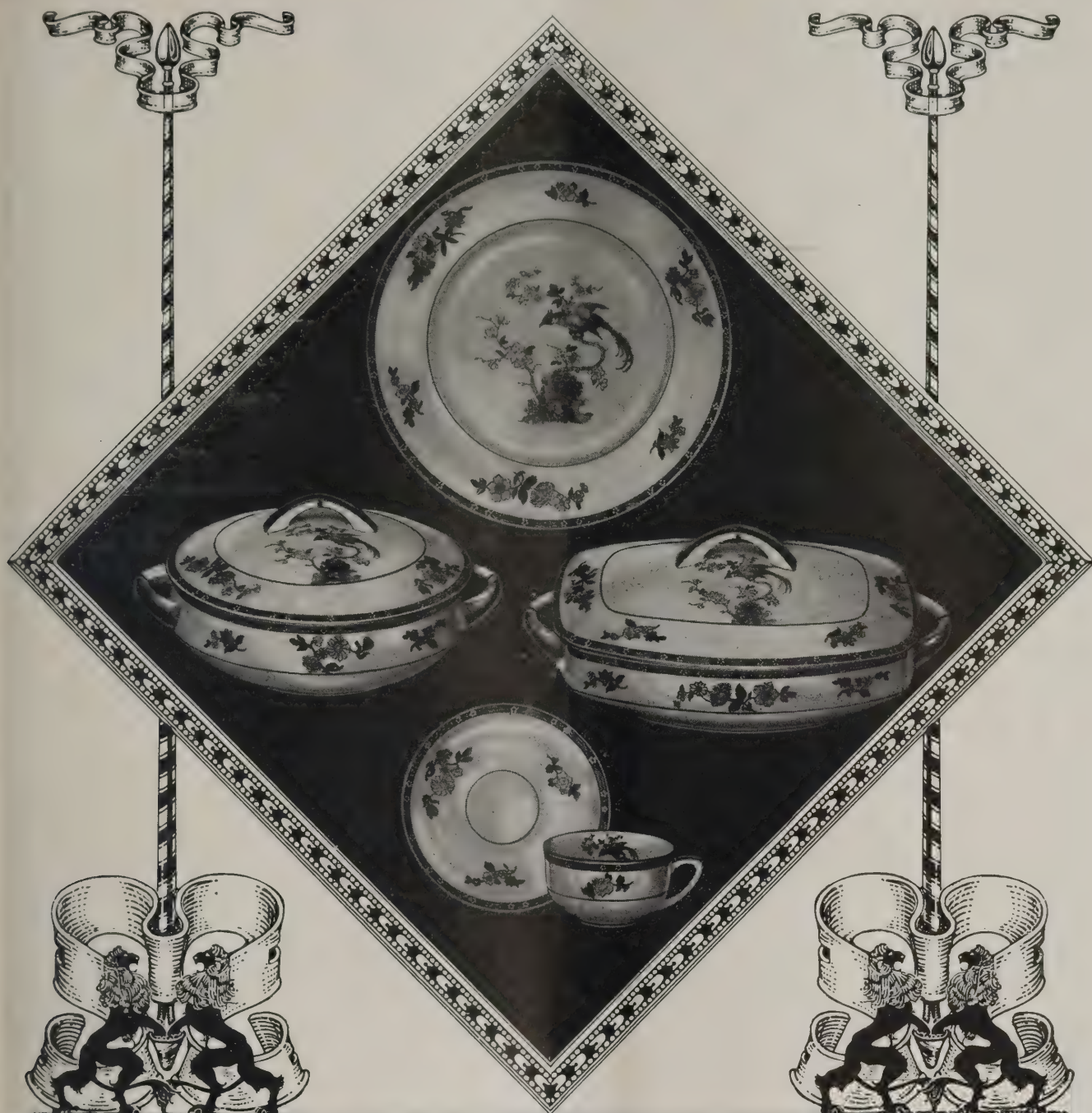
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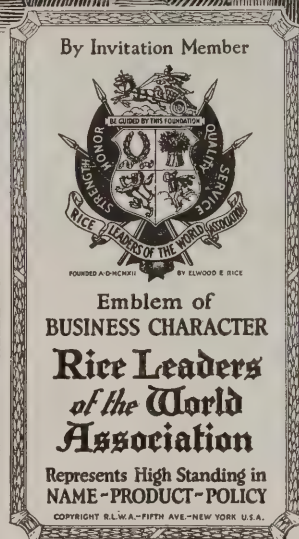
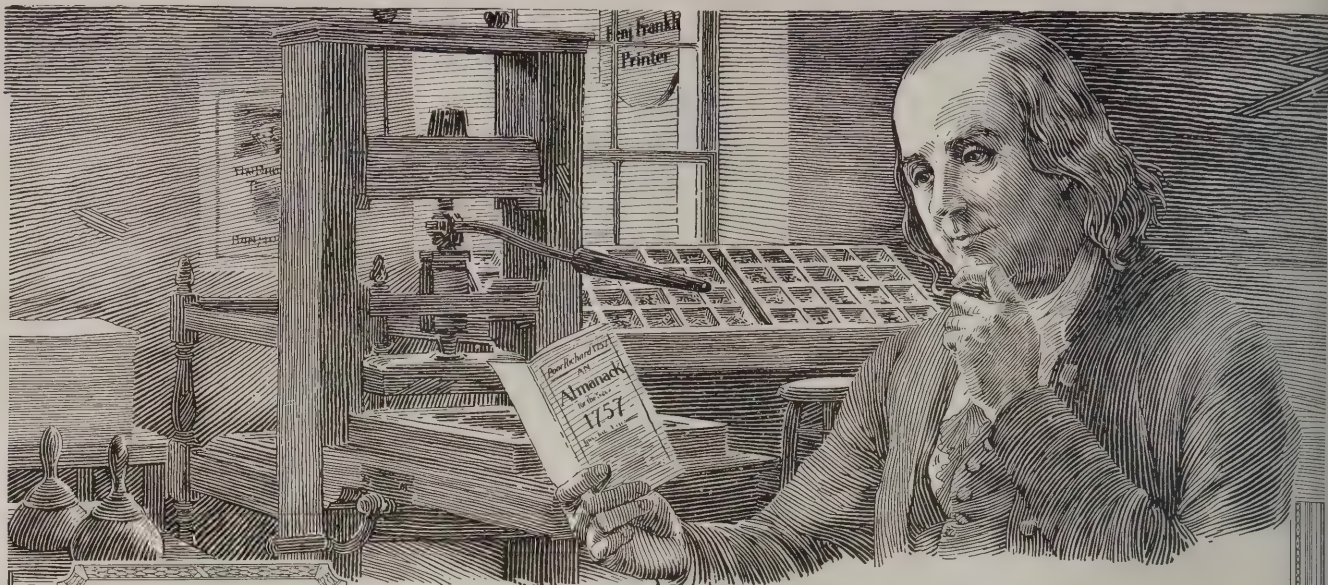
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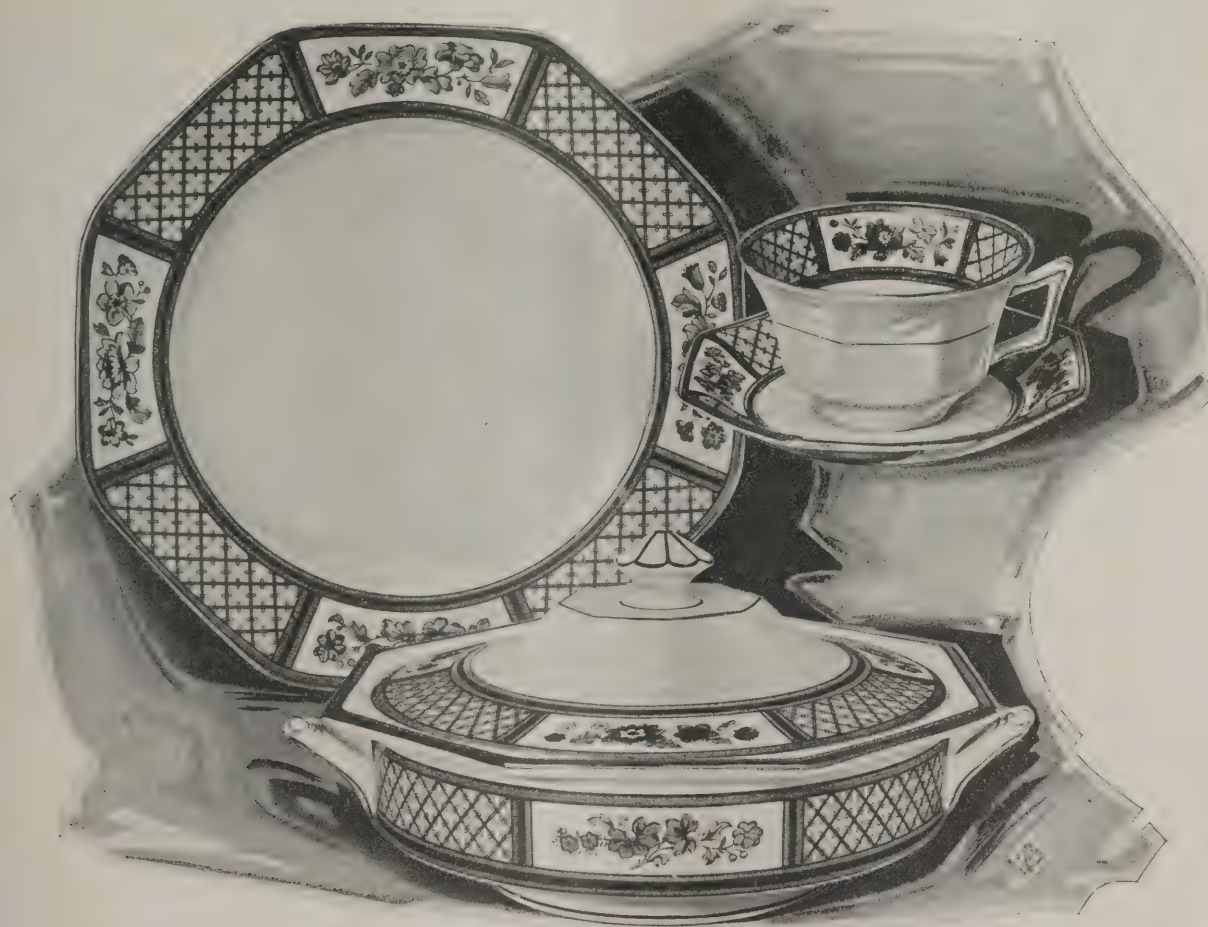
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26 WEST 23rd STREET, NEW YORK

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DOLLS AND TOYS**

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SUBSCRIPTION RATES		
United States		\$3.00
Canada		4.00
Other countries in postal union		5.50
Single copies		.10

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AS THE EDITOR SEES IT

Charity, like the car loadings and the income tax returns, appears to be mounting to new levels in the United States. This is disclosed by fifth annual survey of donations made to community chests in American cities which has recently been completed by the Civic Development Department of the Chamber of Commerce of the United States.

The number of cities having community chests shows 1925 an increase of about 17 per cent. The number of givers increased about 15 per cent. The increase in gifts given amounted to about 11 per cent.

In these 194 cities 4,320,281 persons gave a total of \$788,245 for the support of civic and social welfare undertakings. The average contribution per city was \$2,723 with an average of 22,269 givers per city.

For the year preceding (1924) the reports show that 70,328 persons in 177 cities gave a total of \$51,186,778 for the same purpose. The average contribution per city was \$289,191, with the same average number of givers per city (22,269).

Vanish-Farm-gon

The doom of the farm wagon carries with it a moral which no business man in any line of industry can afford to ignore, in the opinion of W. McCullough, manager of the Department of Manu-

facture of the Chamber of Commerce of the United States. The moral is that no particular line of business is certain to last forever. The business man who does not count his costs—the moving finger that writes his destiny—does not know what the future holds for him.

“It seems but yesterday,” Mr. McCullough told the American Foundrymen’s Association, “that I entered the business of making farm wagons. It was an indispensable necessity twenty-five years ago. The 60 or 70 manufacturers were turning out 600,000 farm wagons annually. The buggy and carriage makers produced fully 1,500,000 horse-drawn vehicles. In addition there were the horse accessory lines—whips, harness, blankets, horse shoes.

“Today these lines have practically passed out to make room for the rapid-moving automobile and truck and even the wayside smithy is replaced by a garage.

“I could enumerate a hundred lines of business this evolution has wiped out and lines without number which have changed in materials, construction and form. Progress has always promoted changes but never have we moved at so rapid a rate as now.

“The ideal of manufacturing is the conversion of natural resources into the greatest number of useful commodities at the lowest cost. The manufacturer who does not know his costs is like one who sails a hazardous course with a rudderless ship.”



CAUGHT IN THE NEWS NET



FORMER sales manager for the Sendar Co., F. W. Dalrymple, has secured the representation of the E. H. Sebring China Co., Sebring, O., line for New York, New Jersey, Connecticut and Rhode Island. His new connection became effective this week. Mr. Dalrymple is well known and popular with the trade and this combined with his ability makes him a valuable acquisition to the Sebring sales staff.

Rene Dunne, of the Edw. Foote traveling staff, returned to headquarters Monday of this week after completing a two months trip through the middle west.

Extensive alterations are now taking place at the salesrooms of E. Torlotting, Inc., where carpenters and painters are busily engaged changing over the entire plan of the display space as well as installing a new private office for Gabriel Torlotting and making a number of effective changes to the general office.

Percy N. Leyland, head of Percy N. Leyland, Inc., is expected back home next Sunday. He has been away since Labor Day on a trip which took him through the middle west and as far as the Pacific Coast.

Chas. A. Postley, factory representative for housefurnishing lines, left last Sunday on a trip which will keep him away for a month. He is making a visit to the various factories he represents in the New York market.

M. Madill, glassware buyer for Henry Morgan & Co., Montreal, paid a visit to the local market this week.

P. G. Vandevld, president of the Haviland China Co., arrived in New York last Wednesday from Limoges, France. Mr. Vandevld is making a business trip to consult with his principals here and according to his present plans will remain in America until part of December.

Miss Grace Webster, well known in the trade as office manager for the late Henry Benedikt, for a number of years and later for S. H. Slobodkin, successor to Mr. Benedikt, has resigned her position. After taking a short rest Miss Webster wishes to again locate in the trade but has made no definite plans for the future. She became very popular during her long association in the business and her friends will hope to see her again associated with the trade when she resumes work.

Starting Monday of this week Geo. F. Bassett & Co. began moving their stocks from their downtown store at Park Place to their new home, 141 Fifth Ave. According to their present plans the firm will be entirely installed in their new uptown quarters by January 1.

William G. Benedikt to Retire

The news of the anticipated retirement of William G. Benedikt, one of the trade's best known and most experienced merchandise managers and buyers has been received with considerable regret by his many friends in the business.

Mr. Benedikt, who has been with L. Bamberger & Co., Newark, N. J., for over thirty years, tendered his resignation to the firm last week which is to take effect at a convenient time for the convenience of the concern.

For many years, Mr. Benedikt acted as china and glassware, lamp and housefurnishings buyer for the store. Twelve years ago he became merchandise manager for the china and glass departments, as well as the electrical appliances department. His resignation does not come as a distinct surprise to the trade, for he has not been in good health for over a year. He has just returned from a European trip, which was taken for his health and while he is now considerably recovered, he proved he wishes to be free to go and come as he wishes in the hope of making a complete recovery, for which he has the sincere wishes of a host of friends in the trade.

Bassett to Represent Well Known German Pottery

Geo. F. Bassett & Co., the well known importing firm, announce they have secured the sole representation of the United States and Canada for the factory of the Zellan fabrik Schonwald, Schonwald, Oberfrenken, Germany. President A. H. Holbrook of the Bassett firm is at present in Germany conferring with the factory officials. Effective January 1, 1927, the firm will introduce new shapes from this factory and Mr. Holbrook's trip to Germany has been to consult with the principals of the factory regarding a range of decorations for the new shapes.

Louis Wolf & Co. Acquire Agency

The importing house of Louis Wolf & Co. announce that they have just recently secured the sole selling agency for the United States and Canada of Geo. Clews & Co. Ltd., Tunstall, England. This factory manufactures an excellent line of Rockingham tea pots and fancy vases.

Neff Joins Butler Bros.

ley P. Neff has become associated with the presidency of Butler Brothers, this city. Prior to coming to Mr. Neff was with F. A. Patrick & Co., Duluth, for twenty-seven years, where he has been general manager and treasurer of the company. It is expected in his new capacity he will be located in the New York offices of Butler Brothers.

Mr. Neff has always been active in retail affairs of the country. He was vice president of the National Retail Grocers Association until 1925, when he was named a member of the Board of Directors. In addition, he has been president of several other national organizations, such as the National Salesman's Association and the National Association of Dress Buyers.

During the war and up to the time F. A. Patrick & Co. took over the Duluth Glass Block department store he was president of the store. He started his business career with the Stone Ordean Wells Company.

Plaut's Now "Kresge's"

The L. S. Plaut store, Newark, N. J., will in the future be known as the "Kresge Department Store," according to an announcement made recently by E. W. Glover, general manager.

The decision to change the name of the Plaut store, Glover said, does not necessarily involve any similarity in the names of other department stores connected with the Kresge department store chain. It affects the Plaut store alone, and has been made with the idea in mind of reflecting a new era of development and progressiveness, which no name could do as well as that of Kresge." Glover also declared that the change in name involves no change in the management, organization or finances of the store.

Woodward & Lothrop Collects Gifts for Men

Woodward & Lothrop, Washington, D. C., found a special section for men's gifts was one of their most attractive sections last year. For this section they assemble a suitable for men from all parts of the store; showing one or perhaps two of the articles from each department.

For shoppers in a hurry could view all the different articles which would be welcomed by man. If they found the particular article desired was not of sufficient quantity or selection, they could then go to the department where that particular article was handled and see the entire stock. Or, if desired, other articles were sent for, thus the shopper was saved the trouble of walking from one department to another looking for something to buy.

The department was popular with women as well as the men. A businessman who could spare only a short time for shopping.

Overman At Pizitz's Store

J. H. Overman, formerly of the L. S. Plaut and Kresge department stores organization, Newark, N. J., has been named general manager of the Pizitz store, Birmingham, Ala., according to a recent announcement.

Mr. Overman is a widely known figure in the department store field, having spent several years with Gimbel Brothers, Stix, Baer & Fuller and Brager Brothers in addition to the Plaut and Kresge organizations.

Woman Governor to Dedicate Gimbel Store

Nellie Tayloe Ross, Governor of Wyoming, the first woman Governor of any state, is coming to Philadelphia, Monday, November 22, to dedicate the New Gimbel Building, Chestnut and Ninth Sts. This new building is said to be the largest department store in the world, measured by floor space.

Ellis Gimbel has received a letter of acceptance from Governor Ross which states that she considers it a privilege and an honor to dedicate this great institution to the women of this country.

Elaborate plans have been made for the dedicatory ceremonies. Distinguished men and women from all over the country will participate in this event.

Reindeers Move Heads and Feet in Window

Woodward & Lothrop, Washington, D. C., had one of the most realistic Christmas window displays yet seen in Washington. This contained four reindeers, whose feet and heads worked automatically. They seemed ready to go the minute Santa, who was in the toyladen sleigh hitched to them, should say the word "Go." Another feature of this large window display was a clown who stood upon his head.

Shopper Helps Men Pick Christmas Gifts

Last year Woodward & Lothrop featured a personal shopping service especially for men. For this purpose they had a personal shopper accompany men who desired it, all over the store, and helped him choose articles for his friends and relatives. This service was used also by some women, and many businessmen gave a list of the needed purchases and had the personal shopper take care of all of the shopping for them. This saved businessmen many hours of nerve-racking selections, and they were for the most part better pleased than they would have been with their own selections.

Santa Climbs to Third Floor; Goes in Window

Last year Lansburgh & Bro. had a Santa Claus climb up a fire ladder at their 8th Street entrance. He entered the third-story window, and as he had been advertised ahead of time, there was a crowd of children, with, of course, their parents, on hand to see Santa; and as soon as he disappeared inside the window they made a mad rush for the toy department.



WHAT THE POTTERIES ARE DOING



Kiln Capacities Sufficient

WHILE some of the pottery manufacturers outside the immediate local district have added to their kiln capacity during the last year, not a single kiln has been added to any plant hereabouts, with one exception, that being the erection of a new tunnel kiln at the No. 4 plant of the Homer Laughlin China Co. The picture this year has been unlike that viewed during 1919 and 1920, when the tendency prevailed to increase output and erect additional kilns. The war had ended then, and the demand for dinnerware reached a new peak. But since then, the kiln capacity of the local district has been sufficient to take care of all business offered. Here and there a possible old kiln has been razed and a new one erected in its place, perhaps of a little larger size, but the general condition of the dinnerware business throughout this year has been against the increasing of kiln capacity. And from present indications, few if any additional kilns will be added to local plants in 1927.

Dinnerware Lines on Display

According to dinnerware salesmen who have returned to home offices, and those who are now on the road, practically all department store buyers of dinnerware have placed their holiday lines on display. The movement of these goods has started, according to the information the manufacturers have received, and in certain sections sales have been brisk. Many dinnerware departments have been rearranged, and both white and ivory body decorated ware is being displayed in large variety of patterns and decorations.

Stoneware Again Active

In the Zanesville and Crooksville, O., district the production of stoneware is exceptionally active; in fact the kiln output at this time is heavier than at any time this year. Many of the stoneware plants in the Muskingum pottery district were idle during the early part of the year, and because of this fact, the yearly production may not be as heavy as in former periods.

Reese Becomes Manager

Louis P. Reese, for 12 years an employe of the Edwin M. Knowles China Co., has resigned to accept the factory management of the plant formerly known as the Chelsea China Co., New Cumberland, W. Va., and which was recently acquired at receivers sale by the Cronin interests of this city. Before retiring, Mr. Reese publicly declared that the Edwin M. Knowles China Co. is to be highly commended for the spirit of helpfulness extended to all of

its employes who sought a ceramic education through practical experience. Mr. Reese relates that the company is always anxious to extend the facilities of its laboratory and the experience of its department heads to those who evidenced a desire to learn.

Iowa Clay Proves Unsuitable

A report received in this district a few days ago relates that tests of clays found in Iowa, and worked out at the Iowa State College at Ames, Iowa, revealed the fact that such raw material was of no value for use in the production of dinnerware. The tests were conducted by James Lees, of the Iowa State Geological Survey.

Freight Rate Decrease Petitioned

Lower freight rates on certain grades of sand used by pottery manufacturers are being sought in a petition filed with the Interstate Commerce Commission at Washington, D. C., by the Ceramic Traffic Association of Trenton, N. J. These rates have to do with shipments from the refineries in West Virginia and Western Pennsylvania. The petition relates, briefly, that the present rates ranging from \$2.79 to \$2.88 per ton are unreasonable and discriminatory, when compared with those available for shipments to the pottery districts of Eastern Ohio and West Virginia.

English Kilns Burning Oil

Due to the continued coal strike in England, according to private advices recently received in this district from the Staffordshire pottery territory, the dinnerware manufacturers have been compelled to resort to the use of fuel oil for the firing of their kilns. For some years the use of fuel oil for kiln firing in this district has been in more or less general use.

Ceramic Society to Meet

The American Ceramic Society will hold a midwinter meeting at the University of Illinois at Urbana on Thursday, Friday and Saturday, Nov. 18-20th. Ross Purdy, general secretary of the Society, will read a paper on "Research and its Advantages." It is very likely that a number of pottery manufacturers and research men employed in this district will attend this session.

The former location of the Louis Traxler department store, Dayton, O., is to be occupied by a new popular-priced department store interest, according to word received by local pottery salesmen this week. Among those said to be interested in the development of the new store are Sol. J. Lightman and La Federman.

Season's Dinnerware Patterns Selected

Typically all dinnerware patterns that will be featured in manufacturers next season have been selected. Advertisements have been in almost weekly receipt for some time and samples are now being put through the kilns. New lines, however, are not being added to the room displays as yet, and it will probably be about November 1st, before the additions to the line have been permanently established. While a number of conventional patterns have been added to the new 1927 line, a rather wide variety of sprays and medallions have also been included. In addition, many new patterns show large center decorations on the plates. Should pottery salesmen make short trips during December, it is very probable that all new patterns of the season will be carried.

Cobourn Appointed General Manager

Charles H. Cobourn, of Salem, O., has been appointed general manager of the plant of the Alliance Vitreous Products Co., Alliance, O., which is under the control of the Bowman interests of Cleveland, O. Mr. Cobourn is now at his desk. Mr. Cobourn first entered the pottery industry when he was appointed purchasing agent for the Bowles, Taylor & Knowles Co. here following his term of service as County Auditor of Columbiana County, O. In this position, Mr. Cobourn was appointed general manager of the Bowman glass decorating plant at Salem, some months ago retired from that position to enter the general insurance business. He is quite well known to many buyers.

Mayer China Co. Improves Plant

The general improvement program inaugurated at the plant of the Mayer China Co., Beaver Falls, Pa., is coming to a close with the possible exception of a few minor details. Additional buildings have been erected of brick, steel and concrete construction. In one of these is located the sales offices of the company, together with the decorating department and warehouse. In the second addition will be located three more bisque kilns, sagger department, coal and clay bins. As a result of the additions to the plant, the capacity has been materially increased. The company is adding to its general line of decorations, and in this instance the majority of the decorated ware produced is of special design.

Charles Sebring Reports Increased Business

Charles L. Sebring, president of the Sebring Pottery Co., Sebring, Ohio, reports a substantial increase in business for 1926 over that of 1925, which he says he attributes to the superiority in retail value of ivory porcelain. The words the trade mark name of the Sebring Pottery Co.'s ware "Ivory Porcelain" is so well established that it is just another illustration of the inestimable value of a patented trade mark.



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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Glassware Buying Slack

WITH retail distributors of glassware now engaged in arranging their departments and stocks for the coming late fall and holiday trade, not so much interest is being shown in the buying end just now. The bulk of holiday stocks of glassware have been shipped to the distributing interests, and what few orders of this class remain to go will be routed within the next few weeks. Shipments that require long distance hauls have been forwarded. In fact these orders were among the first to be packed. Orders that could be delivered within a week form the bulk of the shipments that are now being loaded. While some manufacturers have been in receipt of business for December delivery, these stocks in the majority of instances are for most January sales. In instances these goods cover a rather wide variety of items. Generally speaking, however, the manufacturers of flint glass lines this week announced that orders for colored glassware were much heavier than those of a year ago, especially for the holiday sale season. There have been many additions to this line since January last, and it is said that the retail buyers, from both department stores and the smaller shops, bought on a rather liberal basis. The blown and stem line has also been in very active demand this fall season, especially the gold decorated and etched lines. The factories producing these lines and the decorating shops have been unusually busy since August. All in all, the late season has proved to be a good one, so far as the flint glass trade is concerned.

New Glassware Standards Suggested

Purchasing departments of hotels, restaurants, hospitals and railroads have shown a deep interest of late in the new specifications for certain items in glass, according to the United States Bureau of Standards at Washington, D. C. Those in charge of the recent tests at Washington have said that while the average buyer of glassware for the home is not so much interested in standard specifications, large purchasing interests will find the new lists working to their advantage. The new standards as have been suggested by the Bureau of Standards include such items as tumblers, syrup pitcher, salt shakers, pepper shakers and vinegar bottles.

Weather Blamed for Slump

The retail slump in buying in many department stores is declared to have been due to weather conditions alone. While seasonable weather is always considered good for

business, the unusual wet months of September and October held sales down. This situation held down the buying of glassware, according to salesmen who have recently returned from the road. "In my territory all department stores are anticipating and are preparing for exceptionally heavy late fall and holiday trade," one salesman related, "but October sales of glassware were not to standard. The crowds did not go out on account of wet season."

Research Bureau Organizing

Under the direction of the University of Pittsburgh plans are being worked out and a program is being considered for the organization of the Pittsburgh Personnel Association. The object of this group will be to make a study of the personnel of the Pittsburgh department stores and other business establishments generally. The study of this subject will no doubt come under the direction of Dr. Greene, who is the head of the Research Bureau for Retail Training at the University of Pittsburgh. Owners and managers of department stores throughout the eastern and middle-western sections have been interested in the work of the Research Bureau for Retail Training, and it is declared that added interest will be shown in the new study that has been proposed.

New Glass Factory

Plans for the erection of a new general line glass factory at Eureka, Kansas, are now being worked out by J. W. Fenton, formerly of Millersburg, O., and William J. Fenton, of Eureka, W. Va., and who has been secretary-manager of the Chamber of Commerce at Eureka for a considerable period. Mr. Fenton has not announced when actual construction will begin, but it is understood here that the factory will be in operation before next spring. It is proposed to spend upwards of \$300,000 in this improvement program.

Homer E. Anderson Accepts Kansas City Position

Homer E. Anderson, vice president and general manager of the Lion Drygoods Co., department store, Toledo, O., has been made president and general manager of the Jones Store Co., Kansas City, Mo. The Jones Store Co. is one of a group of 22 department stores operating under the direction of the Mercantile Stores Co., and the Jones store is the largest in the group. The change in the position of Mr. Anderson is by way of promotion, it has been reported here.

Glass Products Co. Formed

New Philadelphia, O., the Gilligan Glass Products Co. has been formed with a capital stock of \$50,000, the promoters being Russell A. Hawk, Frank Robb, Robert R. Ledge, Homer G. Frew and Albert W. Gilkinson. The new company will make a feature of special mold glassware although it is proposed to produce what is commonly known as the general line of staples. Some specialties will also be featured at this factory, it is said.

It is considered likely that plans for the new factory of the Maryland Glass Co., Cumberland, Md., will not be completed much before early spring. The former factory of the company was destroyed by fire, and since insurance has been adjusted, the officials of the corporation have been giving consideration to the erection of a new plant. The plant is expected to occupy a larger site than the former one.

Business Reported By Dunbar Flint Corp.

Dunbar Flint Glass Corp., Dunbar, W. Va., has reported an increase of 30 per cent in business for the third quarter of its fiscal year, which closed Oct. 1. It has also announced that the September business was 40 per cent heavier than that of the same month a year ago, and August showed an increase of 23 per cent and July of 12 per cent. The company is featuring a line of decorated glassware.

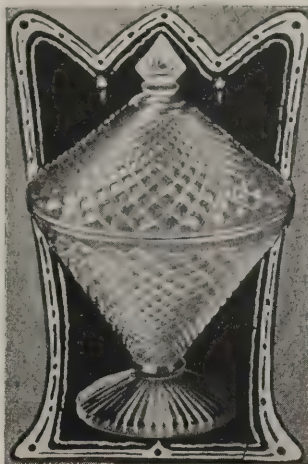
A bid of \$80,000 for the plant of the Ohio Glass Products Co., Massillon, O., has been sold to a new interest, and an announcement has been made as to what disposition is to be made of the property. The Ohio Glass Products Co. went into the hands of a receiver about a year ago, and since that time the affairs of the corporation have been in the charge of E. M. Brickell.

It is understood that two different interests have made offers relative to the purchase of the plant at Alexandria, Ind., of the Lippincott Glass Co. Under an order of the court, the company buildings and site will be offered for sale until a purchaser is found.

Henlein Joins Ward

Walter Henlein, formerly second vice president and general manager of the Alms & Doepke store in Cincinnati, has been selected to head the retail business of Montgomery Ward & Co., Chicago, it has been announced. Mr. Henlein has been connected with Alms & Doepke and the Hengerer Company in Buffalo for more than 15 years.

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Traveling Representative	LOS ANGELES
R. B. Reineck, 1422 E. Marquette Rd. CHICAGO	Himmelstern Bros., 643 S. Olive Street
R. A. Keel, 4439 Greenview Avenue CHICAGO	SEATTLE, WASH.
	Himmelstern Bros., Terminal Sales Bldg.

N.R.D.G.A. to Study Selling Salaries

A study of direct selling salaries in department stores in 1926 has been started by the Controllers' Congress and the store managers' division of the National Retail Dry Goods Association. The purpose of the study is to secure definite statistics on selling salaries and make a study of the methods of compensation and the costs under the various systems.

The report will cover the first six months of the year, 1926. The association plans to compile the statistics at once and to follow them at the end of the next six months' period with a report covering the last half of the year, thus making a complete study of the year 1926. Replies to the questionnaire are now being received by the association in considerable numbers, although the forms were sent out only a few days ago.

The questionnaire calls for the percentage of selling salaries to sales for the six months' period in each department of the store. It also asks for information regarding the method of compensation in each department, whether straight salary, bonus or commission plan of payment is in force. The report will include salaries paid only to employees actually engaged in selling merchandise and not to executives of selling departments, cashiers, packers or other employees.

Ceramics at the Sesqui-Centennial

By L. M. NORTON

BEAUTIFUL and rare examples of the potter's art are displayed in profusion at the Sesqui-Centennial International Exposition now being held in Philadelphia to honor the completion of a century and a half of freedom for the United States.

The renowned potteries of Great Britain, Denmark, Holland, Spain and other European countries are represented as well as the various fascinating ceramic products originating in China, Japan and other Oriental lands.

American pottery has representation in the varied and artistic forms developed in a number of the states where native clay lends itself to beautiful productions. It attracts attention by its grace of form and excellence of its glaze and coloring, which in many instances needs no added enhancement of applied design.

With the exception of rare museum pieces displayed in the Palace of Fine Arts, most of the pottery on exhibition may be acquired by collectors and other visitors to the Exposition, and so may be said, in many instances, to be on the way to the dignity of becoming much coveted heir-looms.

Simplicity without crudeness best describes a collection of the pottery made by hand by North Carolina mountaineers. Displayed in a picturesque rustic structure fashioned to represent a typical log cabin of that section, the numerous pieces attract by the charm of their simple lines and the coloring which repeats the forest hues of the natural surroundings amid which it is made, brown, yellow, dull green and rock gray, with here and there a streak of brighter red or a splash of black or more vivid green.

The various jars, bowls, candlesticks, jugs and other forms are made by descendants of an English potter from Staffordshire who settled in the section before the Revolutionary War, and the process employed is practically the same as at that time. Blocks of worked clay are shaped on an old-fashioned kick-wheel, operated by foot power. After being fired in underground kilns, the pieces are glazed with other clays and minerals native to the region and then re-fired.

The Niloak pottery displayed in the Arkansas exhibit nearby strikes another distinctive note in American ceramics. Beautiful whorls and zig-zags in delicate pastel tints of gray, cream, blue, dull reds and other shades obtained by the process of kneading various colored clays together so that streaks of each remain in the mass, and when shaped on the wheel appear on the surface in swirling lines conformable in some measure to the shape of the vase, bowl or other object. This beautiful pottery, produced at Benton, is the result of the accidental mixture of various clays of the vicinity by a country boy. Examples of this unique ware have found their way into many foreign collections.

A collection of reproductions of early colonial ware from a Norwalk, Connecticut, pottery possesses distinct charm in form, coloring and glaze. Their dull greens, violets, old reds and blues, all in soft tones require applied design to accentuate their beauty. Besides John Alden pitchers and various early American jug candlesticks, bowls and other articles, are interesting spectacles following closely in color and form the ad jars of Brazil. An old-fashioned potter's wheel in operation occupies a prominent place in the exhibit, which that of a firm of brothers who are the fifth generation of the family to operate the pottery.

Another distinctive type of American art pottery exhibited is the product of works situated at Flemington, New Jersey. In innumerable appealing shapes it is distinguished for beauty and variety of glaze and delicate coloring and does not depend upon applied design for charm or originality. In Chinese or Venetian blues, violet or yellow flame in jade or cucumber green in rose, copperdust, cafe au lait, or black and buff, it all may appeal by the soft blending of tints, individuality of form and exquisite form of vases, bowls, candle-sticks, jugs and the various objects to which the ceramic art lends itself. With the main exhibit is also a collection of interesting novelties in hand decorated porcelain, containing flower candle-sticks, ash trays designed by a well known cartoonist, perfume burners, lamps and other articles that attract by their originality. Decanters and tea-sets that produce music when they are lifted from the table, are shown as perhaps the most pronounced of the novelties.

Artistic glassware that in some of its vase and other forms may well rank with American art pottery in charm of shape and color, is exhibited as a product of works situated in Vineland, New Jersey. In lustre finish and beautiful opalescent coloring of silver blue and other fascinating shades, with delicate tracery designs of conventional scrolls, vines and arabesques which are a distinctive feature. It is unique and individual pieces may well find their way into museum collections.

In the Pennsylvania State Building are to be seen some of the early crudely decorated buff pottery made in the region settled by Germans and Dutch before the Revolutionary War. In the same case are examples of the bluish amethyst and other colored glass made by Stiegel, whose product has gained value by the lapse of time and is eagerly sought by collectors of early American antiques.

Various types of pottery existent at the time are to be seen amid the reproduced colonial surrounding in the houses on old High Street, where in replicas of the homes of George Washington, Robert Morris, Stephen Girard and other early patriots are many carefully selected examples that range from English china dogs and cast to antique Persian vases, not excepting many examples of early American pottery and colored glass.

In distinct contrast to the simplicity that characterizes the various exhibits of American art pottery are the more ornate examples from the various foreign countries where the ceramic art of the potter has developed through many centuries that have seen the evolution of art in all its modes of expression.

Exhibits from Spain include exquisite specimens of uruga ware, each piece hand-moulded and distinctive both in form and decoration. In a number of the pieces the coloring and design show the Persian influence, and all are characterized by a rare blending of tints and individuality of design that places the ware in a class apart from others. A form unfamiliar to Americans though highly decorative as an object of ceramic art is that based on a peasant "cantano" or water-holder with both filling and drinking spouts, the latter suggesting the form of the bubbler of the modern public drinking fountains common in American parks.

Talavera ware with its beautiful blendings of blue, yellow, orange and green, reproducing forms and decorations of the seventeenth century is also effective from the simplicity of its design, which in some instances recalls traces of the work of the Italian sixteenth century master potters who originally developed this attractive form of Spanish ceramics.

The Hispano-Mauresque productions are presented in many forms and varieties. The modern Spanish lustre with its unusual silvery green and other uncommon tints, appears in a large and varied collection, prominent among which is an amphora more than three feet high, exquisite in form, color and decoration. From Manises, in the Province of Valencia, whose potteries date from the twelfth century, are many examples of modern make that also have great charm for the collector.

Diversity of form characterizes the Gouda pottery from Holland almost as strongly as its rich decoration in white and deep tints nearly covering a ground of brown, taupe or other neutral shade that serves to individualize this ware. Conventionalized flower forms as well as geometrical patterns are employed, their depth of coloring emphasizing that inherent quality of Dutch art that expresses itself in fullness of color tones. The exhibit contains so many attractive examples that a collector finds it difficult to decide upon the superiority of one over another piece.

Not far away are the fascinating collections from Denmark. Copenhagen porcelain and faience from the royal potteries are presented in costly profusion. The beautiful blue and white, gray and white, all blue and various combinations of delicate color form a cool mass in an exhibition building aglow with vivid tints. Close approach brings out the rare delicacy of design that characterizes the decoration of the innumerable articles that represent the skill and ingenuity of the Danish potter.

Aside from the usual forms which more or less modified are common to all ceramic art, are a large number of animal figures in realistic poses that express an individuality so marked that not only children are held by their

spell but grown-up visitors pause to examine closely the various cats, dogs, rabbits, pigs, bears and monkeys with interest. Figures representing the Danish peasant folk in provincial costume, are exhibited as part of the series presented to the King and Queen of Denmark upon the occasion of their silver wedding.

Of exquisite form and multi-colored decoration are numerous examples of Kahler pottery, remarkable for beauty and individuality of design, each piece being the work of an artist of merit. Some of the important pieces of Danish pottery exhibited bear cards showing that they have been purchased by important American museums.

The world-renowned Staffordshire pottery is represented by extensive exhibits of some of the leading potteries of England. Royal Doulton is there in rich profusion. The beautiful rouge flambe is represented by numerous examples, running from the deep ox-blood tones to those many shades darker but equally rich, a collection that arrests the attention of every passing visitor. From the same potteries are examples of Titanian ware, whose masterly painted decoration and high glaze meet with popular appreciation, as also do the exquisite figurines of Victorian ladies and other costume characters, the life-like dogs and other animals, and all the varied collection of beautiful ceramic objects.

The ever popular willow pattern originated at the Booth potteries and is included in the wealth of examples exhibited from that source. The display is so varied as not to be quickly classified. The rich floral designs on some of the Jacobean pieces, the exquisite powder blue and gold jars, the fragile basket examples with dainty decoration of tiny blossoms, these and innumerable other features of the exhibits contribute to the enjoyment of the visitor.

Quite as numerous in variety are the pieces of Royal Staffordshire. Many fine examples of copper lustre and other similar types are exhibited. Included in the collection are vases nearly five feet high and valued at a thousand dollars apiece. Other specimens of lustre, opalescent and of delicate tint, are included in the collection of Ruskin pottery.

The white cameo-like classical figures on a blue ground that distinguish the Jasper ware coming from the Adams potteries is frequently taken for Wedgewood by the casual visitor. From the same source is quite a different display comprised of pieces decorated with scenes from Nicholas Nickleby, Pickwick Papers, Old Curiosity Shop, and other works of Charles Dickens, just as they appeared in the early editions. Shakespearian scenes have been employed for the decoration of others exhibited.

Chameleon ware from the Clews potteries attracts by its beautiful coloring, form and decoration. Mostly of dull finish, the clear blues and other ground colors are partly covered with conventionalized flowers or geometrical designs in wood and dull green shades with artistic effect.

Devenmoor pottery in what is known as cottage type is well represented both in the simple undecorated form

(Continued on page 21)

A "Creation" of Quality



NUMBER 017

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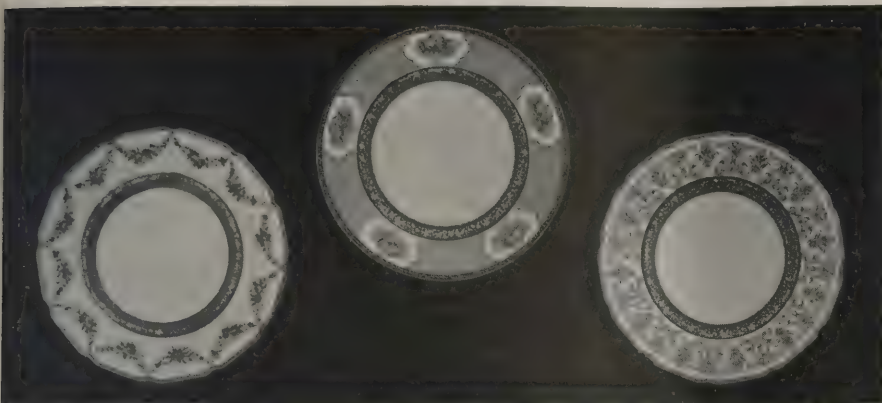
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LINES

for 1927!

WATCH!

What's New In New York Market



Illustrating Three of the Large Service Plate Assortment Shown by Vogt & Vose

Vogt & Dose Displaying New Offerings

New samples continue to arrive at the showrooms of Vogt & Dose, importers, 14 West 23rd St., and their exhibit which is a real treat to look over has been greatly augmented by their addition. Over a dozen new offerings in dinnerware are to be seen, each pattern of which is a real beauty and the same may be said of their short lines. Standing out pre-eminently in this excellent display is an exhibit of service plates which are shown in a wide range of sizes from the large eleven inch plate down to the small

bread and butter. These are to be had in a selection of over sixty different treatments such as floral combinations, solid colors, paste, etc. The combinations range from the softest ivory to the deep maroons, cobalts and royal blues. A feature of the display is the introduction of their new Valencais shape which is one of the most beautiful new creations seen in a long while. The cover dish has a bulging foot from which the tall sides rise curving outward and end in a wide overhanging flange. Gold handles form a part of the flange extending slightly further out while the cover is high and oval in shape with a tall square gold knob. One effect that at once attracts attention and illustrates splendidly how perfectly this shape lends itself to decorative treatments is that of a floral combination which prominently features the rose in colors of delicate reds, blues and orange and which with a green leaf spray on a soft ivory background is excellent. A fancy border design is employed in conjunction with a gold line around the edge of the flange and at the base.

Robert Slimmon & Co. Show Excellent New Offerings

Quite in keeping with the many attractive and beautiful lines brought out for the 1927 trade are the new dinner-



Illustrating the new "Ko-Shan" pattern on the Octagon Shape, shown by Robert Slimmon & Co.

ware samples now being displayed by Robert Slimmon & Co., importers, 96 Church St., which have only recently

been received from Wilkinson, Ltd., Burslem, England, for which they are the American representatives. These treatments are shown on the popular Octagon shape. From an eight-sided foot the sides of the cover dish slant upward and outward to a point about two-thirds of the way up, when they are rounded out and brought up to meet the flange which is flat, wide and tilted slightly upward. The handles form a part of the flange extending slightly further out and are rounded off. The cover is inset and rests on a rim running around the inside of the dish which prevents spilling over the sides. The eight-sided cover rounds upward and is finished off with a tall pointed knob. The line is exhibited in a fine showing of very pretty decorative treatments among which the Ko-Shan, herewith illustrated, is particularly noticeable. This works out a fancy border scheme while a combination spray and border motif, rather Chinese in character, is also utilized most effectively. A gold line edge completes the treatment. The coloring of this decoration is very pleasing. Purples, yellows, blues, reds and greens blend together in a most harmonious way and their combined effect go to make up an exceptionally attractive scheme. The Ko-Shan decoration is also shown on the shape in a Davenport blue which also merits special mention and is exceedingly pretty worked out in this color.

CHICAGO OFFICE

312

SOUTH

CLARK

STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

THE opening week of November developed some large sales in the retail stores of Chicago, especially on State Street, the busiest merchandising center in the world. Outstanding among the notable selling events of the past week was the one day "Netcher Day" sale at the Boston Store. This is always a big value giving day and the public has learned to watch for the event with interest. Twelve pages of newspaper advertising in one evening paper the previous day told the public of unusual bargains to be found at the Boston Store on "Netcher Day." The Sale is named in honor of the owner of the Boston Store. The store was jammed with enthusiastic customers throughout the day and it was more a case of accommodating the people than selling the merchandise for the stocks moved as rapidly as the people could get to the counters and receive attention.

The dinnerware departments of the larger stores and the business of the specialty stores, is just commencing to feel the stimulation of the approaching Thanksgiving

and Holiday season. Retailers report sales on a better scale since the first of November, although the October business was said to be off from the records established in many stores for the same month a year ago.

The wholesale distributors of glass, china and allied lines say that reorder business is now coming in with good rapidity and that a good business is anticipated for a month or more when the retailers will be checking their stocks and filling in their reserve merchandise in preparation for the rush month of December, now not more than three weeks away.

John F. Bowman, for a number of years closely connected with the Pottery, Glass, Lamps and Housefurnishings Association and the Gift Art Wares and Novelties Association, acting for both associations in the capacity of chairman of the executive committees, has resigned from the Chicago Association of Commerce where he has held the position of business manager for more than a year and has accepted a position as manager of the Convention Bureau for the New Stevens Hotel. Mr. Bowman was instrumental in the success of the hotel exhibits held by the Glass, Pottery, Lamps and Housefurnishings Associations and also the Chicago Gift Shows, held under the direction of the Gifts, Art Wares and Novelties Association. Mr. Bowman, in his new connection, will be associated with the largest hotel in the world, The Stevens, which will be opened in the near future in Chicago. It is hoped that he will also continue his active interest in the two associations where he has so successfully guided their destinies.

The two large mail order houses in Chicago, Sears, Roebuck & Co. and Montgomery Ward & Co., reported a reduction in their total sales for the month of October as compared with the same month a year ago. The former showed total sales of \$26,839,503 for the month compared with \$30,374,605 for the same month a year ago. The total sales for the company, however, for the year up to the present time are more than \$13,000,000 ahead of the first ten months for last year. The October sales of Montgomery Ward & Co. were \$20,154,626 compared with \$21,964,882 for the same month a year ago. This concern's total sales are approximately \$15,000,000 ahead of last year for the first ten months ending Oct. 30.

Ralph B. Kraetsch, Secretary of W. C. Owen, Inc., manufacturers representatives with display rooms at 17 N. Wabash Ave., left Chicago Saturday for his semi-

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annual trip east to visit the factories which his company represents in the middle west. Mr. Kraetsch will make his headquarters at the McAlpin Hotel, in New York City, from Nov. 10 to 15.

There was a meeting of the Glass, Pottery, Lamp and Housefurnishing Association at the Hamilton Club on Tuesday, Nov. 9, for a discussion of the question of holding a market event in the local show rooms early during the coming year. The association has held such market events for two week periods in February during the past two years and such a plan is again proposed for the coming February. Sam J. Natkin, buyer for Mandel Brothers and president of the local association, has just returned to Chicago from an extensive trip east and the meeting on this subject was delayed until his return. Definite announcement of the dates for the holding of "Market Event" will be made next week. In the meantime committees have been appointed to work out the details.

The Granada Lamp Shop, 807 La Salle Street, Ottawa, Ill., is a new concern, opened for business during October. R. Cohen, manager and owner of the business, was in Chicago on a buying trip last week.

Another big step in the program of Carson, Pirie Scott & Co. to have one of the largest department stores in the world was taken recently when that concern acquired a fifty year lease on the fifteen story building at the corner of Wabash and Monroe Streets. The securing of this corner gives the Carson Pirie organization the entire block surrounded by State, Madison, Wabash and Monroe. An interesting feature of this deal is the fact that Mandel Brothers store, rivals of Carson, Pirie Scott & Co., own the property which has just been leased for fifty years to the Carson company.

Profit Sharing Information Available

As early as 1842, profit sharing was practiced in France. It spread into England about 1870 and shortly afterward attempts at profit sharing were made in the United States. From the profit sharing plans now in effect in the United States and Canada, the Policyholders' Service Bureau of the Metropolitan Life Insurance Company has drawn the best practices and has worked them into report No. 91 "Sharing Profits with Employees."

While the term **profit sharing** is frequently used broadly to include various forms of supplementary remuneration, in this report the term is used in its more limited meaning as an agreement between an employer and his employees, under which the employees receive a share, fixed in advance, of the profits of the firm. This excludes bonuses given at the discretion of the employer at no prearranged scale, sales bonuses, and production bonuses. Profit sharing, according to this latest report, may take one of three forms; (1) a certain percentage of the net profits after dividends are met, divided among all eligible employees; (2) a percentage of net profits in addition to regular dividends divided among all eligible employees who are purchasing or have purchased the company's stock; (3) a percentage of net profits after dividends are met divided among all eligible employees participating in a company savings fund.

Each one of these types of profit sharing is discussed in detail and some attention is given to plans where profits are shared with employees who participate in the savings plan.

A limited number of copies of "Sharing Profits with Employees" are available to industrial concerns and may be secured from the Policyholders' Service Bureau, Metropolitan Life Insurance Company, 1 Madison Avenue, New York City.

DID YOU EVER STROLL UP FIFTH AVENUE

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*A Postcard Request Will
Bring Our Rates*

*The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City*

Sesqui-centennial Ceramics

(Continued from page 15)

depends upon color glaze and shape for its beauty, and quaint tobies and other forms that make appeal to vulgar fancy.

From France distinctive black terra cotta vases with geometrical designs arrest attention by their unusualness. There are also white porcelain groups copied from the Louvre by famous sculptors, and art glass in many varieties including etched, engraved, and painted on glass, also molded glass in original designs and delicate tints. Nearly all are signed pieces.

Two of the distinctive types of peasant pottery from Czechoslovakia are represented by a number of examples. One is in marked contrast, the one to the other. Pale greens and yellows and primitive decorative design on light backgrounds are the characteristics of one while the other shows bold floral designs in vivid shades of the primary colors almost covering a dark surface.

Examples of the world-famed Carlsbad porcelain tea and coffee sets and other articles are shown. With delicately painted miniature figures and romantic scenes, and finished gold tracery and borders, all against a background of clear rose, blue, green, orange or other effective color, they graphically represent what is meant by "dainty china".

It is the extent and variety of the display of Bohemian glass that first attracts the attention of visitors to the industrial section of the Czechoslovakian exhibit. Beautiful specimens of crystal cut ruby and other colored glass; etched amber glass; of blown and pressed glass; of clear cut crystal in every conceivable form, even to hanging chandeliers valued at \$800 and \$1300, all confirm the reputation long retained by the skilled glass makers of that country.

Hungarian exhibits include wonderful examples of fine porcelain and zolnay faience and pottery in the fine collection of exquisite art objects on display and which were brought together under the supervision of the Hungarian Society of Applied Arts of Budapest, attesting the excellence of every individual article exhibited. Similar to the more generally known Sevres, the Hungarian porcelain is as attractive in the daintiness of its decoration as in the beauty of its many forms.

Examples of pottery from Austria are among the varied collection of exhibits representing the artistic industries of that country. Grotesque animal forms are a feature popular with the mass of visitors.

Blues and greens of indescribable shades predominate in the distinctive type of pottery with surface covered in conventionalized floral designs, that, originating in Anatolia in the sixteenth century, is now the work of boys and girls being educated in Jerusalem by the American organization devoted to Near East Relief. It would have become a lost art but for the ability of a refugee potter to teach the boys the art of making the pottery, and the girls that of decorating it, thus preserving traditional designs that have been handed down through many generations. Visitors who have in any way contributed to

the support of the relief organization take great pleasure in this and other evidences of the results of work carried on in the orphanages.

One finds the remote origin of much modern pottery when the carved wood doors of the Persian Pavilion are entered. Here are numerous antique pieces, dating from the fifth to the eighteenth century, and illustrating the source from which much of color and design employed today are derived. The value of a large dark blue jar, model in self-colored relief and dating from the ninth century, is placed at \$100,000. Inscriptions form part of the decoration on a number of examples and assist in determining their age. In many instances they have been cemented together with numerous fragments found in excavating, and also exhibit the peculiar iridescent sheen acquired by mineral action during a long period underground, resembling the opalescent lustre glaze intentionally applied to much pottery of later date in various parts of the world. Besides the numberless delicate and fragile pieces there are large sturdy jars which centuries ago served the utilitarian purpose of holding wine or vinegar and would to-day furnish excellent models for less costly garden pottery.

Experts concede that the greatest achievements of the potter's art are to be found in the Persian pottery of the twelfth to the sixteenth century. Loan collections of excellent examples of this period are to be seen in the Palace of Fine Arts, including exquisite specimens of Rhages, Sultanabad, Rakka, and Persian lustre. There are also fine pieces from Damascus and Turkesian of the same period.

Even older are the examples of Guebri; that date of their production is given as eighth to ninth century. Older still are the terra cotta pieces of the fifth and sixth centuries; the pieces exhibited have been described by the leading expert on Mohammedan pottery as some of the best typical specimens of the kind in existence.

China, the birthplace of porcelain, is represented by many beautiful modern examples from the potteries at Kiangsi, some of them closely resembling the rare eighteenth-century Chinese porcelain held in high esteem by collectors. Artistic brown pottery from Ihing, Kiangsu, and other types from the same region are also displayed in great variety.

A large and varied exhibit of Japanese cloisonne from Nagoya, including many beautiful vases that seem destined to become museum pieces and gems of private collections in future centuries is shown. A separate exhibit in the Palace of Fine Arts contains an Ando cloisonne vase from Nagoya, four feet and a half high, that required the work of eight men to complete and was seven years in construction. It is valued at \$50,000.

Modern Japanese porcelain from Viyomidzu, Arita and Vintani, is included in the general exhibit from that country and also speaks for the excellence of the modern craftsman's art in the land of cherry blossoms.

North African pottery from Tunis and Morocco characteristically decorated with covering designs in green,

(Continued on page 31)

TRADE **CARRLTON** MARK
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Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

OUR INCOME TAX DEPARTMENT

Again the subject of the income tax assumes major importance. New decisions, revised interpretations, changes of one sort or another, are being made almost daily—all directly affecting the taxpayer's account with the government. Yet how many persons really know how to correctly prepare their income tax returns?

Believing that our readers will enthusiastically welcome any assistance along these lines, particularly at this time, with the close of the year approaching, arrangements have been made to re-establish our income tax department, dealing with this question in a simple, practical manner.

In this connection, we pride ourselves in having again been able to obtain the services of Mr. M. L. Seidman, C. P. A., to conduct the department. Mr. Seidman is a well-known tax expert, and has been a close student of taxation in its various phases. He is a member of the firm of Seidman & Seidman, Certified Public Accountants, a nationally known tax and accounting organization. He is on the tax committee of the New York Board of Trade and Transportation, and recently was appointed a State Representative to the National Tax Association Convention.

The Department will appear regularly, and to broaden its scope, Mr. Seidman has consented to answer through it, all income tax questions that might be directed to him. Questions should be addressed to Mr. Seidman, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

AN army, almost seven million strong, will soon be called out to advance upon the 1926 Income Tax Return—an objective that must be reached by March 15, 1927. Just how well equipped is the army for the task and how will it fare? To many a conscript, if we take our cartoonists seriously, it will mean all-day tramps, all-night vigils, bleary eyes, bewilderment, exhaustion. If that is so, is there any real cause for it and is relief possible? Let us see.

It is true that the income tax law is technical and complex. That is the necessary consequent of any law applying to so many people engaged in so many different walks of life, and doing substantial equity to all. It is also true that there are myriads of regulations, rulings, decisions, etc., engrafted upon the law, and still pouring out in strong numbers. That, too, is to be expected, for the law itself cannot hope to cover every possibility. But even then, the income tax is not the maze our cartoonists are wont to make it appear. Behind it all is a group of clean-cut, scientific principles that, once understood, give an invigorating, refreshing complexion to what is otherwise the morbid and gruesome looking income tax blank.

It will be the purpose of these articles to explain the principles in as simple, terse and practical a manner as possible. In addition to the articles, there will be a "Question and Answer" feature, through which readers may be assisted in solving any particular problems confronting them, not covered in the articles. Perhaps in this manner, the preparation of the 1926 income tax return can be made a bit more agreeable and intelligible. Let us then get started.

WHO ARE SUBJECT TO THE TAX?

A college professor once said that no matter at what point he began to consider the income tax, he always found himself in the middle. There is a great deal of truth to his remark, for many phases of the income tax are peculiarly linked with one another in that way. But it had always seemed to me that a logical starting point is to determine upon whom the income tax law is imposed in the first place. Obviously, those who are not subject to the law have no particular incentive for becoming acquainted with it. On the other hand, those to whom the law does apply, are charged with full knowledge of every point in the law, regulations, decisions and rulings. To those in the latter class, there is every reason for a closer acquaintance. Who, then, comprise that class?

THE UNITED STATES CITIZEN

First, there is the citizen of the United States. Every American citizen is subject to the income tax. When I say "subject" I do not mean that every American citizen must pay an income tax or even must file a return. He may not have to do either, depending upon the amount of his income, as we shall later learn. What I here have reference to is that the law applies to every American citizen, as distinguished from the fact that it would not apply to a French citizen with the same amount of income and who resides and earns his money abroad.

The rule as to the American citizen holds good, irrespective of where he resides or where his income may be earned. If he lives in China and earns all his money there and never sets foot in the United States, he is still subject to our income tax on the full amount of his earnings.

THE ALIEN

Let us now consider the alien. The alien is one who is neither born nor naturalized in this country. If he resides here, however, he is placed in the same status for income tax purposes as a citizen. In other words: the income of a resident alien is subject to tax no matter where it is derived.

The case of a non-resident alien is necessarily different. A non-resident alien is subject to our tax only to the extent that he may have income derived from sources within the United States. An Englishman, for instance, owning any of our railroad bonds, would be subject to tax on the interest from the bonds. If he owned real estate here, the rentals would be taxable; or in the case of stock of American corporations, the dividends would be subject to tax. To insure the collection of the tax, the machinery set up calls for its payment before the income is turned over to the alien. This is called "withholding at the source."

To summarize the status of individuals, we find that the citizen and resident alien are subject to tax on their incomes wherever derived, and that the non-resident alien as well, is subject to tax, but only on income derived from sources within the United States.

CORPORATIONS

So far as corporations are concerned, an analogous classification is made with that of individuals. Corporations

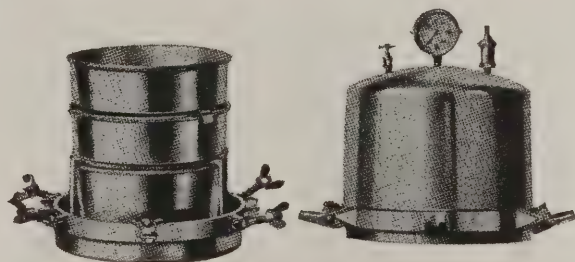
may be either resident or non-resident. A resident corporation is one organized in this country. A non-resident corporation is one created elsewhere. A resident corporation is subject to the tax on its income, no matter where derived. A non-resident corporation comes under our law only to the extent of its income from business done in the United States.

A partnership as such, is not subject to tax. It is not regarded as an entity, separate and distinct from the individuals making up the partnership. Instead, the partners are subject to tax on their distributive share of the partnership income with reference to the status of each partner, in accordance with the rules for individuals already outlined.

An estate or trust, on the other hand, is regarded as a taxable entity, apart from its beneficiaries. For the purpose of the income tax, an estate or trust is looked upon as an individual; that is, it may be a resident or a non-resident, and corresponding rules would apply to each.

That is practically all there is to the basic principle as to who is subject to the tax. I think readers will agree that there is no hidden mystery or perplexity about it. The next question that logically presents itself is that if there is a difference between being liable to tax and being required to file a tax return and pay a tax, just what is that difference? Our discussion in the second article will be along those lines.

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The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

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Nat. City Bank, 20 cases earthenware
Vandegrift, F. B., & Co., 7 cases earthenware
Order, 2 cases glassware
Wallace, F. E., & Co., 15 cases earthenware
Gommi, G., 28 cases earthenware, etc.
Sheldon, G. W., & Co., 6 cases earthenware, etc.
Herbert & Neuwirth, 23 cases earthenware
Globe Shipping Co., 8 cases earthenware

S. S. Blair from Clamata, Greece

Hensel, Bruckmann & Lorbacher, 3 cases toys, 2 cases hollow-glass
Odenwald, Bird Co., 4 cases crockery.
Ackerman, W., 9 cases crockery
Wolff, H., & Co., 1 case crockery
Grant, W. T., Co., 9 cases crockery
Continental Ceramics Corp., 6 cases crockery
Borgfeldt, G., & Co., 234 cases toys, crockery
Order, 3 cases glassware

S. S. Volendam from Rotterdam, Holland

Hirsch, G., & Son, 39 cases glassware
Lazarus & Rosenfeld, 5 packages crockery
Borgfeldt, G., & Co., 92 cases crockery
Fourman Bros., 4 cases crockery
Hammil & Gillespie, 50 casks clay earth
Graham & Zenger, 10 cases hollowglass
Grant, W. T., & Co., 5 cases crockery
Graham & Zenger, 32 crates crockery
Graham & Zenger, 28 cases crockery
Graham & Zenger, 29 cases crockery
Phoenix Shpg. Co., 133 packages crockery, etc.
Strauss, N., & Son, 6 cases earthenware
Torlotting, E., Inc., 1 case earthenware
Stone, C. D., & Co., 1 case chinaware
Borgfeldt, G., & Co., 5 cases leatherware, 12 barrels earthenware, 2 cases earthenware
Straus, N., & Sons, 24 casks earthenware
Lauterjung, P., 2 casks earthenware
Gommi, G., 1 case earthenware
Order, 76 cases marble works, glassware
Gimeno, J., 1 cask crockery
Black, L. D., & Co., 247 cases crockery
Macy, R. H., & Co., 2 casks crockery
Goldman, Sacks & Co., 1 case crockery
Casa Carrouste, 5 cases crockery

November 5

S. S. Deutschland from Hamburg, Germany

American Shpg. Co., 67 cases earthenware
Lazarus & Rosenfeld, 7 cases crockery
Straub, P. A., & Co., 40 cases earthenware
Harrison, A., & Co., 13 cases glassware
Borgfeldt, G., & Co., 1 case crockery
Decorative Plant Co., 3 cases glassware
Mohawk Novelty Co., 9 cases earthenware
Gimbel Bros., 1 case glassware
Frankel, M., Co., 30 cases crockery
Brown Bros. & Co., 33 cases crockery
Draeger Shipping Co., 13 cases porcelainware
Andrews, D. C., & Co., 9 cases earthenware
Schaffer, M., Co., 10 cases crockery
Henningson, F., Co., 14 cases earthenware, 1 case glassware
Weiss & Biheller, Inc., 7 cases china
Syndicate Trading Co., 26 cases toys, glassware
Gallagher & Ascher, 85 cases crockery
Atlantic Import Corp., 1 case crockery
Wyle, J. J., & Bros., 4 cases glassware
Skinner-Hill Co., 5 cases hollowglass
Reimer, F. C., Co., Inc., 56 cases hollowglass, 22 cases crockery
Abraham & Straus, 1 case glassware
Khoury, A. N., & Bros., 1 case hollowglass, 1 case earthenware
Ovington Bros., 33 cases hollowglass, earthenware
Kuy-Scheerer Corp. of America, 28 cases hollowglass
Sheldon, G. W., & Co., 45 cases hollowglass
Ruhe, F. H., 11 cases glassware
Goldman-Sachs Co., 9 cases glassware, crockery, etc.
Ruhe, F. H., 11 cases glassware, 1 case earthenware
Bengol Trading Co., 9 cases glassware
Noe, W. R., & Sons, 10 cases glassware, 7 cases shades
Murphy, A., & Co., 1 case crockery
Downing, R. F., & Co., 3 cases crockery

Stern, S., 6 cases crockery
Fenton, A. W., Co., Inc., 45 cases glassware, crockery
N. Y. Mdse. Co., 68 cases glassware
Bloch, J. L., & Son, 1 case crockery, 2 cases glassware
Hauptman, A., Inc., 20 cases woodenware, 25 cases earthenware
Hussa & Co., 1 case hollowglass
Hirsch, G., Sons, Inc., 63 cases glassware, etc.
Guthman, Salomon & Co., 3 cases glassware, 3 cases crockery
Hudson Fwdg. & Shpg. Co., 9 cases crockery
Wolf, L., & Co., 45 cases toys, crockery, etc.
Jacobs & Kassler, 2 cases toys, 6 cases crockery
Straus, N., & Sons, 102 cases crockery
Schenkers, Inc., 92 cases glassware
Globe Shipping Co., 321 cases toys, glassware, etc.
Phoenix Shpg. Co., 309 cases crockery, toys, etc.

S. S. Pennland from Antwerp, Belgium

Gunthel, A. B., 75 cases glassware, 20 casks, etc.
Straub, P. A., & Co., 9 casks crockery
Kahla China Corp., 23 cases crockery
Strauss, N., & Son, 8 casks crockery, 2 cases crockery
Heinrich & Winterling, Inc., 4 cases crockery
Gary & Eigner Corp., 13 cases crockery
Levy Bros. China Co., 13 cases crockery
Rehberger & Saul, Inc., 35 cases crockery, 1 case toys
Panama Pacific Line, 2 casks crockery
Barth, L., & Co., 7 cases crockery
Schackman, B., & Co., 1 case crockery, 7 cases toys
Rosenthal China Corp., 59 cases crockery
New York Mdse. Co., 149 cases toys, crockery, etc.
Butler Bros., 84 cases toys, crockery, etc.
Davidson, J., Inc., 9 packages china and earthenware
Pitcairn Corp., 37 packages earthenware and china
Rowland-Marsellus Co., 2 crates earthenware
Sellers, C. W., 14 casks earthenware, 2 cases china
Globe Shpg. Co., 1 crate earthenware
Irwin, J. D., & Co., 1 box earthenware
Corbett, M. J., & Co., 3 crates earthenware
Murphy, A., & Co., 1 box earthenware
Downing & Co., 7 crates earthenware
Plummer, W. H., & Co., 8 packages earthenware
Edmiston, H. C., 9 packages crockery
Hampton, J. W., Jr., Co., 1 crate earthenware
Meakin & Ridgway, Inc., 3 casks china, 38 packages earthenware
Corbett, M. J., & Co., 2 cases earthenware
Dickinson, E. B., Inc., 6 packages earthenware
Fondeville, A. J., & Co., 3 packages earthenware
Boote, E., 11 packages earthenware, 3 crates earthenware, 2 casks china

S. S. Cedric from Liverpool, England

Maddock & Miller, 1 crate earthenware
Gilman, Collamore & Co., 1 cask porcelain, 1 cask china
Bassett, G. F., & Co., 13 crates earthenware, 1 cask earthenware
Tiffany & Co., 2 casks earthenware, 2 casks china
Maddock & Miller, Inc., 3 casks china, 62 packages earthenware
Borgfeldt, G., & Co., 3 packages earthenware
Guaranty Trust Co., 17 crates earthenware
Lazarus & Rosenfeld, Inc., 12 cases earthenware
Panama Pacific Line, 48 packages earthenware, china, etc.

S. S. Roma from Genoa, Italy

Altman, B., & Co., 2 cases majolica ware
Serra, L., Inc., 2 cases chinaware
Lazarus & Rosenfeld, 15 cases majolica ware
Andrews, D. C., & Co., 2 cases majolica ware

S. S. Derflinger from Bremen, Germany

Bank of N. Y. & Trust Co., 23 cases crockery
Heinrich & Winterling, 8 cases crockery
Hutter, K., 51 cases crockery
Rosenthal China Corp., 2 cases crockery
Richard, C. B., & Co., 8 cases glassware, etc.
American Transcontinental Co., 9 cases toys
Borgfeldt, G., & Co., 61 cases toys, crockery, etc.

November 6

S. S. France from Havre, France

Lord & Taylor, 2 cases earthenware
Hade, R. M., 1 case chinaware
Horner & Sullivan, 3 cases chinaware
Tice & Lynch, 3 cases chinaware
Schmidt, Pritchard & Co., 3 cases china
American Shipping Co., 1 case chinaware
Bane, W. L., & Co., 3 cases chinaware, etc.
Thomas & Pierson, 12 cases glassware, etc.
Ovington Bros. & Co., 7 packages china and glassware
Haviland, T., & Co., 3 packages porcelain

New Mercer Showroom Is Most Attractive

With all work completed in every detail the new showroom of the Mercer Pottery Co., in room 356 of the Fifth Avenue Building is now ready for the reception of the trade. Great credit is due to New York Manager Geo. R. Nixon for the very attractive way the general scheme of the showroom has been worked out and his ideas reflect a great deal of care and thought in utilizing every inch of space to the best possible advantage.

Large, and spacious display shelves have been placed along the length of the walls, while tables have been placed at intervals along the floor which permits of further sample exhibits. The front end of the room on the Twenty-third Street side has been partitioned off as the office of Mr. Nixon.

The lighting effects are excellent. Overhead are seven large inverted ceiling lights, while placed artistically on the shelves and on the table centers are fourteen table lamps with decorated shades.

Fitting perfectly into the setting of the new showroom are the new Mercer sample lines which are now complete and ready for inspection and which feature two hotel weights and three dinnerware shapes. There is to be seen an extensive and varied showing of decals on their weld edge weight also of band and line treatments. Of these five patterns are carried in stock. There are also a number of crests and badges in connection with their band and line decorations, while further may be seen a

large assortment of patterns on a white body and a number of underglaze decals on their well known Lowestoft ivory body. All of these are ready for prompt delivery.

Hotel Show at Grand Central Palace

Opening last Monday the annual Hotel Show, held at the Grand Central Palace, is now in full swing and will continue until Friday night of this week, with the exception of tonight (Thursday) when it will close to permit of the banquet which will be held at the Commodore Hotel. The exhibits this year are larger and better than ever, the main, second and third floors being given over to the various displays. Prominent among the various showings are those of the Hall China Co., East Liverpool, O., which is in charge of F. I. Simmers, assisted by his son, George; the Onondaga Pottery Co., Syracuse, N. Y.; the Scammell China Co., Trenton, N. J.; the Mercer Pottery Co., Trenton, N. J., who are featuring a new open stock border pattern for their hotel ware, and the D. E. McNicol China Co., Clarksburg, W. Va. Nathan Straus & Sons, Inc., New York, have an excellent display which features hotel glassware and the Libbey Glass Mfg. Co., Toledo, O., also have a splendid representation of their lines shown at their booth. The hotel supply houses exhibiting this year include L. Barth, Albert Pick Co., Duparquet, Hout, Moneuse Co., and E. Kronman, Inc. Arthur Schiller & Co., Chicago exhibit a complete line of Boucher china.

GLASSMAKERS CHEMICALS

Copper
Chrome
Cobalt

OXIDES

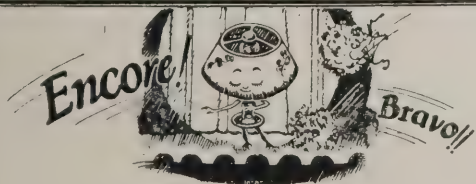
Antimony
Uranium
Manganese

B. F. DRAKENFELD & CO. INC.

50 Murray Street

Established 1869

New York, N. Y.



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

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"NUROCK"

The most popular
**BAKING AND
SERVING
WARE**
made in America

Sells because its
erviceable,
ightly and
anitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

45 East 17th Street

-:-

New York

New York Imports

(Continued from page 26)

Portenoy & Co., 3 cases glass and chinaware
Bank of U. S., 4 packages of bronze and crockery.
Vandegrift, T. B., & Co., 1 case porcelain
Schroder, H., Banking Co., 8 cases glassware

S. S. Homeric from Southampton, England

French American Glass Co., 4 casks glassware
Haviland China Co., 47 casks porcelain
Strieff, C., 12 casks porcelain
Wanamaker, J., 3 cases porcelain
Byrnes, W. J., 4 casks porcelain
Downing, R. F., & Co., 3 casks porcelain
Vogt & Dose, 2 casks porcelain
Nathan Straus & Co., 116 casks porcelain

November 8

S. S. Gripsholm from Gothenburg, Sweden

Venon, J. H., Inc., 28 cases glassware
Strauss, J. I., Co., 1 case porcelain
Robold, J. C., & Co., 1 case earthenware

S. S. Republic from Bremerhaven, Germany

S. S. Wytheville from Rotterdam, Holland

Grace National Bank, 51 crates crockery
Borgfeldt, G., & Co., 1 case toys

S. S. Hakodate Maru from Kobe, Japan

Takito Shokai, 14 cases earthenware
Ross, G., C., 7 cases earthenware
Order, 37 cases porcelain

From Yokkaichi, Japan

Morimura Bros., 159 cases porcelain
Woolworth, F. W., & Co., 166 cases porcelain
Byrnes, W. J., & Co., 25 cases porcelain
Tuska, A. L., & Son Co., 3 cases porcelain
N. Y. Mdse Co., 34 cases earthenware, 15 cases porcelain
Butler Bros., 7 cases porcelain
Mohawk Novelty Co., 12 cases porcelain
Taiyo Trading Co., 214 cases porcelain and earthenware
Momoni & Co., 121 cases porcelain
Strauss, I., & Co., 25 cases porcelain
Haruta & Co., 211 cases porcelain
Strauss, I., & Co., 50 cases porcelain
Nara Trading Co., 75 cases porcelain and earthenware
R. & G. Import Co., 22 cases crockery, 28 cases crockery
Gary, T. H., 49 cases crockery
N. Y. Mdse. Co., 26 cases porcelain, 22 cases earthenware
Abraham & Straus, 5 cases porcelain
The Chinjap Co, Inc., 50 cases porcelain
Order, 2 cases porcelain

From Yokohama, Japan

Nippon Trading Co., 7 cases lacquer ware
Kresger, S. S., & Co., 26 cases toys, 10 cases glassware
Five Seas Trading Co., 12 cases glassware
Japanese Fan Co., 24 cases chinaware
Chong Wah, 20 cases chinaware

S. S. Livenzia from Genoa, Italy

Order, 1 case majolicas, 7 cases glassware

From Leghorn, Italy

Draeger Shipping Co., 1 box majolicas
Galassi & Co., 20 casks earthenware
Strauss, N., & Sons, 14 cases earthenware

From Naples, Italy

East River National Bank, 21 barrels crockery, 36 cases crockery

November 9

S. S. Nieuw Amsterdam from Rotterdam, Holland

Andrews, D. C., & Co., 1 case crockery
Nathan Straus & Sons, 1 case glassware, 1 case hollowglass
Hirsch-Malgood Co., 4 cases hollowglass
American Express Co., 22 cases crockery, 14 cases hollow glass-ware
Phoenix Shpg. Co., 24 cases glassware
Fourman Bros. Co., 5 cases crockery
Illfelder, B., & Co., 14 cases toys
Strauss, Eckhardt & Co., 311 cases toys
Amberg, L., & Son, 87 cases toys
Singer Bros., 11 cases toys, crockery, etc.
Thurnauer, G. H., & Co., 25 cases crockery
Nat. City Bank, 32 cases crockery
Grace Nat. Bank, 26 cases crockery
Basket Importing Co., 22 cases crockery, hollowglass
Nassau Nat. Bank, Brooklyn, 2 cases hollowglass
Woolworth, F. W., & Co., 204 cases crockery, toys, etc.

S. S. Etna Maru from Hamburg, Germany

Chatham & Phoenix Nat. Bank, 9 crates earthenware

S. S. Caronia from Southampton, England

Sermon, Bache & Co., 6 cases glassware
Corbett, M. J., & Co., 8 cases toys, porcelain, etc.

November 10

S. S. Baltic from Liverpool, England

Maddock & Miller, 1 crate earthenware
Maddock & Miller, 5 crates earthenware
Plummer, W. H., & Co., 3 hogsheads earthenware
Edmiston, H. C., 3 packages crockery
Kupper, H. C., Inc., 14 crates earthenware
Downing, T. D., & Co., 1 cask earthenware
Bassett, G. F., & Co., 10 crates earthenware
Davis-Collamore Co., 1 cask chinaware, 2 casks glassware
Leyland, P. N., Inc., 3 casks earthenware
Fondeville, A. J., Co., 12 packages earthenware
Boote, E., 10 packages earthenware
Dickinson, E. B., Inc., 8 packages earthenware
Sendar Co., 4 crates earthenware
Maddock & Miller, 4 casks china, 52 packages earthenware
Justin Tharaud, 11 packages earthenware
Drakenfeld, B. F., & Co., 11 packages earthenware
Davison, J., Inc., 1 cask glassware
Pitcairn, W. S., Corp., 42 packages china and earthenware
Masters, J. W., & Co., 15 casks earthenware, 7 casks china
Shaw, J. M., & Co., 1 crate earthenware
Rowland & Marsellus Co., 9 packages earthenware
Phoenix Shipping Co., 1 crate earthenware
Wanamaker, J., 1 cask earthenware
Irwin, J. D., & Co., 1 crate earthenware
Downing Foreign Express, 1 crate earthenware
Fenton, A. W., & Co., 2 casks earthenware and china
Order, 1 hogshead earthenware and china

S. S. Andania from Hamburg, Germany

Wolf, L., & Co., 2 cases earthenware
Wanamaker, J., 2 cases crockery
Butler Bros., 2 cases glassware
Wildermann, C., Co., 10 cases crockery
Thieler, E. R., 3 cases earthenware
Chatham & Phoenix Nat. Bank & Trust Co., 10 cases earthenware
N. Y. Mdse. Co., 20 cases glassware
Roessler & Hasslacher Chemical Co., 4 cases merchandise
Guthman, Salomon & Co., 3 cases toys, 1 case crockery
Schenkers, Inc., 137 cases toys, crockery, etc.
Hesse, D. S., & Bros., 1 case hollowglass
Bing, F., & Co., 3 cases hollowglass
Capital National Bank, 13 cases crockery
Happel & McAvoy, 25 cases toys, hollowglass, etc.
Sommers, E. L., & Co., 26 cases toys, crockery, etc.
Downing, T. D., & Co., 4 cases toys, 1 case earthenware
Goetz, O., Inc., 50 cases crockery
Bernard, J. E. & Co., 48 cases toys, crockery, etc.
Globe Shipping Co., 103 cases toys, crockery, etc.

Retailers Ask Congress Not to Upset Business

President Coolidge, in a communication to the Retailers National Council, has set his approval upon business organizations which are co-operating for higher efficiency in serving the consumer. The President's letter was received at the semiannual meeting of the council in Philadelphia recently.

The Retailers National Council consists of eight national associations of retailers, including in its membership approximately 170,000 retail stores and transacting an annual volume of business aggregating some nine billions of dollars.

The President's letter, addressed to Herbert J. Tily, president, Retailers National Council and of the National Retail Dry Goods Association, says:

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

DINNERWARE SALESMEN WANTED

DUE to the recent death of our New Jersey salesman who has represented us in that State and adjacent sections for the past twenty years, we have this important territory open for a thoroughly experienced dinnerware salesman. This is a splendid opportunity for the right man. We also have a very desirable established southern territory in which we can use an experienced salesman. State age, experience and territory you have covered. All communications will be held strictly confidential. Fisher, Bruce & Company, Philadelphia.

GLASS SALESMAN WANTED

SPLENDID opportunity open with old established manufacturer of high grade stem ware and oven glass. To travel middle western territory. Experience in glass business preferred. Automobile an asset. Drawing account against commission. Our own salesmen know of this advertisement. Write in confidence to Box 582, c/o CROCKERY AND GLASS JOURNAL.

REPRESENTATIVE WANTED

WANTED—A reliable, experienced representative in the metropolitan district for a modern old established dinnerware pottery. Address Box 578, CROCKERY AND GLASS JOURNAL.

DINNERWARE SALESMEN WANTED

WELL known import house is looking for an experienced dinnerware salesman who is acquainted with both the wholesale and large department store trade. The man selected must have the necessary qualifications to introduce to the trade the Hutschenreuther Ivory Body dinnerware and Villeroy & Boch earthenware. Applications will be treated in strict confidence. B. Tomby & Co., 20 West 23rd Street, New York.

Buyers in New York

NOVEMBER 4, 1926

Mr. Wheeler, housefurnishing goods, Gilchrist Co., Boston, Mass., 128 West 31st St.

Miss N. A. Spellman, housefurnishing goods, J. C. MacInnes Co., Worcester, Mass., 432 Fourth Ave.

NOVEMBER 5, 1926

Mr. Moreland, china and housefurnishing goods, Mendel & Harris, New Haven, Conn., 115 West 30th St., 11th floor.

NOVEMBER 6, 1926

J. Kennedy, housefurnishing goods, Foley Bros. Dry Goods Co., Houston, Texas, 128 West 31st St., 7th floor.

NOVEMBER 9, 1926

Miss E. Anderson, glassware, fancy china, Jordan Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

G. H. Guest, housefurnishing goods, John Martin, china, Jordan Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

J. F. O'Brien, housefurnishings, china, Cohen Co., Richmond, Va., 23 East 26th St. (W. T. Knott).

W. R. Hume, housefurnishings, Woodward & Lothrop, Washington, D. C., 370 7th Ave., Room 1702.

L. E. Fronani, china, glass, Woodward & Lothrop, Washington, D. C., 370 7th Ave.

NOVEMBER 10, 1926

Mr. Saxe, housefurnishings, Wm. Finene's Sons Co., Boston, Mass., 1440 Broadway.

R. Evans, glassware, J. N. Adam Co., Buffalo, N. Y.

PETER POTTER



PETER POTTER SAYS: Here et ez almost Thanksgiving Day. Ef there ever wuz a day fer advertisin dinnerware et is this famous day when th' folks all assemble en every available dish is hauled down outa th' china closet and put into use.

Simple Check on Papers

The R. H. Macy store, New York recently made a simple check on the pulling power of advertising in the different New York newspapers. Salespeople in the selected department were furnished with small sheets bearing the names of the newspapers in which the store advertised the special offerings of their departments. When customers asked for the merchandise the salespeople while serving them asked the name of the papers in which they had seen it advertised, and checked them off.

Sesqui-Centennial Ceramics

(Continued from page 21)

Yellow, brown and peacock blue makes a colorful showing. Oddly shaped pieces that include unusual vase forms, unique incense burners, and even miniature mosques, urns and other objects familiar to the people of those lands compose an extensive assortment that has considerable lure for visitors, the more so as they are enabled to see a potter at work at his wheel in the midst of the gay collection.

The pottery from North Carolina, Arkansas, Great Britain, Holland, Denmark, Czechoslovakia, Hungary, Austria, Spain, France, China and Japan, is to be found in the Palace of Agriculture, Food Products, Civic and Foreign Exhibits. That from Connecticut and New Jersey is in the Palace of Liberal Arts and Manufactures. The exhibit from Jerusalem is located in the Palace of Education and Social Economy where is also an interesting display of ceramics from the Spanish art school of Madrid. Modern collections from Persia and Tunisia are in the separate pavilions erected by those countries.

Two additional exhibits in the Palace of Agriculture, Food Products, Civic and Foreign Exhibits, have attraction for the visitor interested in ceramics. Many genuine antiques as well as excellent reproductions are displayed in a veritable "old curiosity shop" that appears as if it had been picked up bodily from Plymouth or some other old New England town. Within are found among a vast assortment of antiques of many sorts. English copper lustre and quaint cottage pieces, Italian majolica, early American glass, including specimens of Jersey, Stiegel and Sandwich, and numerous other examples of brittle beauty that brings joy to the collector's soul.

Wonderful specimens of miniature ceramics and glass are to be seen in Titania's Palace, an unusual exhibit that attracts considerable attention. Many of the specimens are more than a hundred years old and have taken thirty years to collect. They are used as part of the furnishings of the most remarkable miniature structure that ever has been built.

Old Bristol and Nailsea glass, clouded Bristol glass, and Muran glass are represented, none of the articles being more than an inch high, yet of perfect form. China vases of the Ming and Sung periods an inch and a half high, a miniature clock of Sevres biscuit, and miniature specimens of Limoges and other noted potteries are other features. A tiny tea-service of Sevres and a toilet service of Crown Derby, both presented by Queen Mary of England add to the interest.

Prehistoric pottery of the pueblo-dwelling Indians and the mound builders, illustrating the art of those age-old races, and many examples of the pottery of the surviving American Indian races, are to be seen in the Palace of United States Government Exhibits.

Retail Trade

Following will be found a summary of sales, according to *Bradstreet's*, of mail-order houses for October, 1926, with comparisons for the preceding month and the like period a year ago:

	Mail-order	Oct., 1926	Oct., 1925	Sept., 1926
Sears-Roebuck	\$26,839,503	\$30,374,605	\$21,647,835
Mont. Ward	20,154,626	21,964,882	16,259,002

Total	\$46,994,129	\$52,339,487	\$37,906,837
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Chain stores				
F. W. Woolworth	..	\$24,800,954	\$22,975,857	\$19,339,192
J. C. Penney	13,247,177	12,146,785	10,622,385
David Pender	1,024,561	848,734	875,706
F. & W. Grand	1,008,106	836,289	799,022
Silver Bros.	511,187	392,132	372,695
Neisner Bros.	441,670	261,994	330,590

Total	\$41,033,655	\$37,461,791	\$32,339,590
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Grand total	\$88,027,784	\$89,801,278	\$70,246,427
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	Ten months		Change
Mail-order	1926	1925	p. ct.
Sears-Roebuck	\$214,725,261	\$201,999,608	↑ 6.3
Mont. Ward	136,281,323	122,512,618	↑ 9.6

Total	\$351,006,584	\$324,512,226	↑ 8.1
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Chain stores				
F. W. Woolworth	..	\$189,751,115	\$179,012,467	↑ 6.0
J. C. Penney	86,354,318	68,597,631	↑ 25.8
David Pender	7,717,907	5,941,687	↑ 29.9
F. & W. Grand	8,668,723	6,717,627	↑ 29.0
Silver Bros.	3,354,564	2,854,560	↑ 17.5
Neisner Bros.	2,930,496	1,816,337	↑ 61.3

Total	\$298,777,123	\$264,940,309	↑ 12.7
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Grand total	\$649,783,707	\$589,452,535	↑ 10.2
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Mail-order sales (two houses) showed an increase of 24 per cent over September, but a loss of 10.2 per cent from October a year ago. Chain stores gained 9.5 per cent over October, 1925, and 26.9 per cent over September this year. Mail-order and chain stores combined showed a loss of 2 per cent from October, 1925, but a gain of 25.3 per cent over September. For ten months of the calendar year mail-order stores gained 8.1 per cent, chain stores 12.7 per cent, and the two combined 10.2 per cent over the like period of 1925. Sales of two leading mail-order houses monthly since January, 1920 (five figures omitted), follow:

	1920	1921	1922	1923	1924	1925	1926
Jan.	\$38,4	\$21,3	\$19,7	\$27,4	\$30,5	\$34,8
Feb.	39,4	19,4	18,1	26,1	30,4	33,8
Mar.	39,3	27,5	23,8	32,7	31,4	35,8
Apr.	31,3	22,8	22,0	30,6	33,8	36,3
May	26,0	17,5	20,8	31,1	27,4	29,5
June	25,1	17,8	19,5	25,9	26,9	30,5
July	24,0	13,0	17,3	22,4	22,0	27,9
Aug.	24,0	17,9	17,7	22,3	23,8	28,8
Sept.	24,6	21,1	21,4	26,0	31,4	34,8
Oct.	28,8	24,9	30,2	37,7	41,0	52,3
Nov.	36,4	23,7	31,2	34,5	29,5	44,6
Dec.	29,2	24,5	32,3	35,8	46,3	53,3

Total	366,9	253,9	274,6	350,1	384,8	442,2
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New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China. Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Idersine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co. Self Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687.
German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

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Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.
"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.

"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

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ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

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B. TOMBY & CO., 20 West 23d St.
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VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Hunting-ton, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
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Illuminating glassware—electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

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Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

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ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinières, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room. 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
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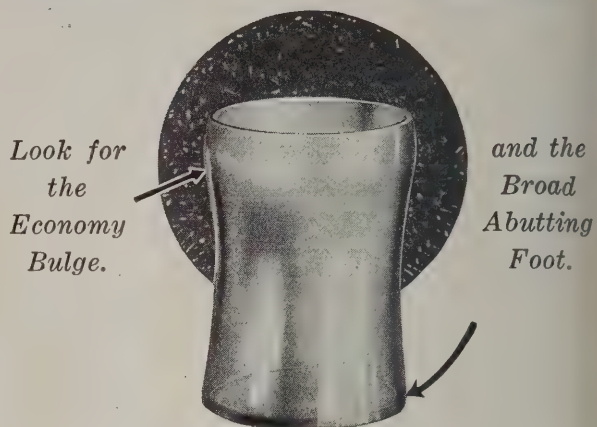
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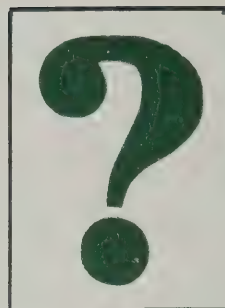


Vol. 103, No. 20

NOV. 18, 1926



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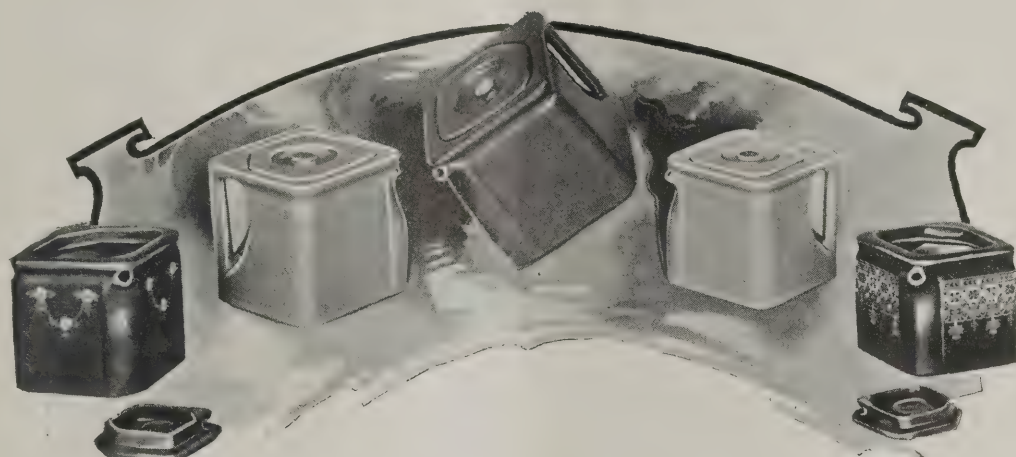
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The Prices Are an Agreeable Surprise

The Present Line-up Is

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REPUBLIC AND KWAKER SHAPES IN BOTH IVORY AND WHITE BODIES.
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COMPLETE LINE OF HOTEL WARE, HALF THICK, WHITE BODY.
A GOOD ASSORTMENT OF TOILET SHAPES.

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The equivalent of forty kilns on Ivory.

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Year after year, the Edwin M. Knowles Mayflower Shape has consistently grown in popularity and demand.

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Finest of all Ivory Ware—MARYLAND IVORY.

THE EDWIN M. KNOWLES CHINA CO.
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What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

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AS THE EDITOR SEES IT

Homologizing Courts

In an appeal to business organizations of the country to interest themselves in securing adequate compensation for federal judges, John W. O'Leary, president of Chamber of Commerce of the United States, directs attention to the fact that while the per capita expenditure for the "independent establishments" of the government for the fiscal year 1926 were \$3.73 for all of the federal courts the amount is approximately 12½ cents. "Low salaries," Mr. O'Leary adds, "constitute a menace to the administration of justice. In filling judgeships the best choice is often limited by the salaries offered. In the profession of law the rewards for competent men are small, and, therefore, it becomes necessary to offer liberal salaries in most cases in order to attract the type of men sought to serve the courts of the United States."

It is pointed out that the Lord High Chancellor of England, a position corresponding to the Chief Justice of the Supreme Court of the United States, receives the salary of \$50,000 a year. The Lord Chief Justice of England receives approximately \$40,000 a year. Other judges in the judiciary of England, corresponding to the Supreme Court of the United States, have salaries ranging from \$25,000 to \$30,000.

Scotland, in Ireland, in India, and in South America

salaries of judges greatly exceed American salaries and in many cases are twice the amount paid in this country to judges occupying corresponding posts.

The Export Triumvirate

Cotton, automobiles and gasoline are disclosed as the triumvirate of leading American exports in an analysis of foreign trade made by the Department of Foreign Commerce of the Chamber of Commerce of the United States for the first half of 1926.

Cotton maintains its supremacy as the chief item, with an export value for the six months of \$324,886,000. This, however, represents a decline of 30 per cent. from the same period last year. Automobiles, parts and accessories, not including tires, come second with \$172,591,000, an increase of 8.5 per cent. Gasoline, naphtha and other light products rank third with \$137,542,000, an increase of 43 per cent.

Striking changes occurred in the order of other important exports. Wheat, our fourth chief export a year ago, is now in eleventh place. Wheat flour declined from ninth to fifteenth place. Lard advanced from sixth to fifth place. Agricultural machinery and implements went from fourteenth to eighth place.



CAUGHT IN THE NEWS NET



A NEW and important acquisition to the New York office of the W. S. George Pottery Co., and the Cannonsburg Pottery Co., is Miss Janet George who has taken the place as assistant to manager S. H. Slobodkin. Miss George is the daughter of the late W. S. George and is a sister of W. Campbell George the present head of the W. S. George Pottery Co. Miss George only recently finished her education at an exclusive girls school near New York and was anxious to acquire a knowledge of business and particularly of the line in which her father was an outstanding figure.

Frank W. Primrose, well known as a salesman for a number of the trades prominent import houses has resigned his position with the Fred C. Reimer Co., to return to the safe cabinet business a line with which he was formerly identified. In taking over the business of Mr. Primrose's former concern the Kardex Rand Co., needed some of the old employees of which Mr. Primrose happened to be one. He was made such a flattering offer to return to the line that he could not refuse, even as much as he regretted leaving his many friends and old associations in the china business.

Edward Reiwald, salesman for A. J. Fondeville & Co., returned last Friday from a western trip in the interest of his concern. Alex Shaw also of the concern's sales staff is calling on the trade in Philadelphia, Baltimore and Washington this week for the firm.

Joseph Goldsmith, china and glassware buyer for Brager's, Baltimore, Md., was a visitor to New York this week and spent considerable time in local showrooms.

J. V. Mahan, who joined the forces of the B. McManus Co., Youngstown, O., on October 1st, as china and glassware buyer, made his first visit to New York in the interests of his new company this week.

Among the late arrivals last week was Sam Natkin, china and glass buyer for Mandel Brothers, Chicago. Mr. Natkin arrived in New York Friday and departed for the Windy City Wednesday.

A. J. Strikow, manufacturers' agent, returned this week from the potteries at East Liverpool, O., where he was arranging for the 1927 lines which he will display in the metropolis.

Mrs. L. E. Briggs, of Vineyard Haven, Mass., was in New York this week making purchases for her gift shop there.

Edward W. Hammond, the manufacturers' agent, is in Pittsburgh on business. He left Monday and expects to return Friday. Mr. Hammond will leave shortly for the Pacific Coast where he will race his championship speed boat *Miss Westchester 2nd* in the Pacific Coast championships.

Robert Smith, buyer for the Gift Shop department of The Wallace Co., Schenectady, N. Y., was a visitor to New York last Tuesday.

Joseph Tomkinson, Philadelphia agent for the Duncanson & Miller Glass Co., was in New York this week and took dinner with Paul Joseph, New York representative of the firm.

Morris Bergman Succeeds Joseph H. Schwartz

Morris Bergman, well known in the crockery jobbing trade who recently bought out the business of Joseph H. Schwartz, also a well known crockery jobber, will continue to operate his downtown store at 80 Bower as well.

His new interest at the uptown address, 10 West 23rd St., will make it necessary for Mr. Bergman to divide the time between his two places of business. He will have the able assistance of Henry Martinique formerly connected with Mr. Schwartz for twenty-four years who will have supervision of the Twenty-third St. showroom with the assistance of E. L. Bates a salesman of many years standing, with a wide acquaintanceship in the domestic pottery trade. Mr. Bergman will continue his new business along the same policies as it was formerly handled by Mr. Schwartz. A general line of domestic pottery will be carried with special attention being given to special sale and job merchandise.

Everard S. Pratt With Retail Association

Everard S. Pratt, personnel manager of the Celluloid Company, of Newark, N. J., and formerly employment manager of Wm. Filene's Sons Co., of Boston, has been appointed head of the Executive Placement Bureau of the Retail Research Association. He assumed his new duties November 1st.

From 1914 to 1916, Mr. Pratt was employment manager

of Wm. Filene's Sons Co. and since that time has with the Celluloid Company in charge of personnel service. In this capacity he has dealt with industrial relations, public relations, general plant service, and wage surveys, safety and protection.

Pratt having had experience in both industrial and fields brings with him an unusually wide acquaintance among department store executives.

Executive Placement Bureau of the Retail Research Association was formerly under the direction of T. Deland, who announced his resignation effective November 1st.

Pratt was graduated from Dartmouth College in with the degree of Bachelor of Science. Over a of three years he delivered a series of lectures to offices of the Bureau of Supplies and Accounts, Department, Washington, on personnel and management subjects. He was secretary of the Employment Managers' Association of Boston and a past president of Industrial Relations Association of Newark. He is member of the American Society of Mechanical Engineers and of the American Management Association.

A statement made recently by the Executive Office of the Retail Research Association it was emphasized the policy of member stores of the Retail Research Association has always been to promote from within a grown organization when filling executive positions. However, because of the consistent increase in the number of member stores and the greater specialization in merchandising, it is necessary at times to engage experienced buyers and other retail store executives who are able for suitable openings.

Classify Imports for Mdse. Survey

Committee on Import Merchandise and Merchandise Problems of the Import Managers Group of the National Retail Dry Goods Association agreed upon a program of activity at a recent luncheon meeting at the Brooklyn Chamber of Commerce. H. F. Ewald, Abraham Straus, Brooklyn, chairman of the committee, presided at the meeting.

In addition to Mr. Ewald the following were present: V. Stadtlander, Bloomingdale Brothers; F. H. Sheldon, James A. Hearn & Sons, Inc.; H. W. Schachter, National Retailers Association, and L. Abramovitz, National Department Stores, Inc., temporary chairman of the Import Managers Group.

The committee accepted the following classifications of merchandise suggested by Chairman Ewald as a basis for studying merchandising problems:

1st. Women's, Misses', Children's and Juniors' Ready-to-Wear and Infants' Wear.

2nd. Men's and Boys Ready-to-Wear.

3rd. Drygoods.

4th. Small Wares.

5th. House Furnishings.

A division of merchandise lines into five groups will enable each member of the Merchandise Committee to assume responsibility for leading discussions and investi-

gations of import problems. The groups will be divided among the committee members as follows:

Group 1—O. Eisenschiml, Stern Brothers.

Group 2—F. H. Sheldon.

Group 3—H. W. Schachter.

Group 4—J. Sobo, the Goerke Company.

New York City Trade Fair to Good

Of sixty-two lines of business in New York City reporting to *Bradstreet's* this week, nineteen were better than, thirty-eight equal to, and five below a year ago. Six reported collections better than a year ago, forty-one equal to a year ago, and fifteen below a year ago. Following is a summary of lines reporting sales ahead, equal to, or below a year ago.

SALES AHEAD OF YEAR AGO.

Automobiles, ret.	Hardware, who. & job.
Carpets, who. & job.	Hats, men's, mfg.
Chinaware, who. & job.	Hotels
Clothiers, men's ret.	Iron & steel, who. & job.
Coal, ret.	Laundries
Coal, who. & job.	Machine tools, mfg.
Dairy products, who. & job.	Paints, mfg.
Drugs, who. & job.	Patent medicines, mfg.
Furs, who.	Tobacco, mfg.
Glassware, who. & job.	

SALES EQUAL TO YEAR AGO.

Bread, baking, mfg.	Jewelry, who. & job.
Chocolate, who. & mfg.	Leather goods, mfg.
Cigars, mfg.	Millinery, who.
Cloaks & suits, women's, mfg.	Millinery, women's, mfg.
Confectionery, mfg.	Paper, wrapping, who. & job.
Dresses, women's, mfg.	Pianos, mfg.
Electrical goods, mfg.	Plumbers' supplies, who. & job.
Electrical goods, ret.	Radio, who. & job.
Electrical goods, who.	Shoes, men's, mfg.
Foundries, mfg.	Shoes, men's ret.
Fruits & vegetables, com.	Shoes, women's, mfg.
Fur goods, mfg.	Shoes, women's, ret.
Furniture & refrigerators, mfg.	Suits, men's, mfg.
Furniture, ret.	Tailors, custom, men's, ret.
Furniture, who. & job.	Twine, who. & job.
Glass, window, who.	Underwear, women's, mfg.
Groceries, who. & job.	Woolen goods, who. & job.
Hardware, ret.	Worsted, who. & job.
Jewelry, mfg.	
Jewelry, ret.	

SALES BELOW YEAR AGO.

Cotton gds, who. & job.	Silk goods, mfg.
Rayons, who. & job.	Silks, who. & job.
Shirts & collars, men's, mfg.	

Montgomery Ward Opens in Little Falls

The third of Montgomery Ward & Co.'s experimental merchandise exhibits has just been opened in Little Falls. The other two are now being successfully conducted in Marysville, Kan., and Plymouth, Ind. Twenty-five thousand invitations to the opening were sent to customers of the firm within a radius of thirty miles of Little Falls, and a large crowd was attracted to the town.

As in the case of Marysvills and Plymouth, auto tires, tubes and batteries and radio batteries are offered for immediate delivery at the Little Falls exhibit, but orders are taken and forwarded to the St. Paul branch for quick delivery. The Little Falls exhibit room is in the heart of the business section and compares favorably with the attractive exhibits in Marysville and Plymouth. Wearing apparel for men, women and children is featured and much of the other merchandise on display is such as is commonly used in homes and on farms.



WHAT THE POTTERIES ARE DOING



Seventeen Committees to Be Heard from at Potters' Meet

SEVENTEEN committees will file reports at the forty-eighth annual meeting of the United States Potters' Association scheduled to convene at the Waldorf-Astoria Hotel, New York, December 7th-8th, according to the roster of committees as were appointed at the session a year ago. These reports will be filed by the following who are chairmen of the several committees: Executive, T. A. McNicol, of the T. A. McNicol China Co., East Liverpool; Labor, W. E. Wells, of Homer Laughlin China Co., Newell, W. Va.; Research, A. V. Bleininger, of the Research Department of the Laughlin Co.; Manufacturers' Cost Committee, Frank P. Judge, Jr., of the National China Co., Salineville, O.; Art and design Committee, J. D. Thompson, of the Thompson Pottery Co., East Liverpool, O.; Membership Committee, William H. Robinson, Colonial Co., East Liverpool, O.; Reception Committee, Charles L. Sebring, Sebring Pottery Co., Sebring, O.; Kiln and Fuel Committee, R. H. Pass, Onondaga China Co., Syracuse, N. Y.; Historical, Charles F. Goodwin, Secretary of the Potters' Association; Transportation Committee, F. B. Lawrence, of the North American Manufacturing Co., Newell, W. Va.; Auditing Committee, Dale D. Thompson, of the Thompson Pottery Co., East Liverpool, O.; Statistics Committee, Joseph Mayer, of the Mayer China Co., Beaver Falls, Pa.; Machinery Committee, Marc Solon, Trenton, N. J.; Western Standing Committee, Charles F. Goodwin, East Liverpool, O.; China and Eastern Standing Committee, F. G. Mellor, Shenango Pottery Co., New Castle, Pa.; Western Discharge Committee, T. A. McNicol, East Liverpool, O.; Nominating Committee, Charles C. Ashbaugh, of the West End Pottery Co., East Liverpool, O.

The annual meeting will be in charge of President W. Campbell George, of the W. S. George Pottery Co., East Palestine, O.

Homer J. Taylor III in Sanitarium

Homer J. Taylor, president of the Knowles, Taylor & Knowles Co., has entered a Cleveland, O., Clinic for observation and treatment. Mr. Taylor had been confined to his home for about a fortnight, and physicians suggested a closer study of his condition.

Cronin Plant in Operation in January

It is considered likely that all departments of the former plant of the Chelsea Pottery Co., New Cumberland, W. Va., now owned by the Cronin interests of this city,

will be in active operation on or about January 1st. Shops are expected to start operations in about a fortnight and it will take about a month before all sections of plant are actively engaged. A rather short line will be featured exclusively by the new interests, and it is declared here that the bulk of the annual output of the plant already been absorbed.

Manufacturers Doing Big "Matching" Business

Dinnerware manufacturers as a general rule are at this time receiving considerable business for "matching" and it will take about a month before all sections of plant are actively engaged. This however, does not mean any great volume from the department store trade. These distributors have had their regular stocks on hand for some weeks, and the movement of the goods has created a shortage of some items. Current production, however, has to do almost entirely with orders on file. Little if any warehouse stock is being made, it being the purpose of the manufacturers to keep the latter down as low as possible and consistent. With the February delivery, the manufacturers will not begin production of this stock until December. Contract business, however, will cause some of the plants to run rather steadily throughout the balance of the year, and several of the large interests have already indicated at least a portion of their requirements for 1927, insofar as the first and second quarter is concerned.

Bank Trustee for East Liverpool Potteries

On an order of Judge William H. Spence in common pleas court at Lisbon, O., The First National Bank of East Liverpool has been appointed trustee of the interest of the East Liverpool Potteries Co., an office formerly held by Heber H. Blythe, former Cashier of the old Citizens National Bank of this city. The East Liverpool Potteries Co., as originally constituted, is a matter of history. It was the first effort made in this district to consolidate a number of dinnerware-producing plants. Eventually, the plants reverted to their original owners, and some detail concerning the initial organization continued to hang, which requires the attention of a trustee.

William Tickell Returns to Home Office

Following a brief trip into the eastern territory, William Tickell, salesman for the Smith, Phillips China Co., returned to the home office for a few days.

Dresden to Feature New Dinner Shape

A new dinner shape will be featured by the Dresden Pottery Co. for 1927 delivery, it was announced by A.

pherson in charge of sales. The shape has been named "The Chippendale" and is a fancy design, but quite unlike other fancy shape now featured in this district. It is the intent of the firm to produce this shape in an ivory body, and will be made in the No. 2 plant, which property at this time is inactive. "We will show this shape during December in from 20 to 25 decorations," suggested Mr. Pherson, "which will include line, borders and decal treatments. We will be able to make shipments on this shape early in December, according to our present plans." The new ivory body shape will be an addition to the line of white body that has always been featured by this plant.

"Pete" Rinkin in Pottery District

"Pete" Rinkin, dinnerware buyer for The Boston Store, Chicago, Ill., has been spending several days in the district. Mr. Rinkin was interested in goods for January and February delivery.

American Retail Buyers Busy

Those buyers of dinnerware associated with stores represented by the American Retail Association who were in the district last week placed rather liberal specifications for delivery of goods during January and February. The same trade will of course visit the district in January for the purpose of ordering spring merchandise. Some of the potteries showed this trade new patterns that will be featured for 1927 delivery, and nominal business on the new lines was placed at this time.

McNicol to Show Six New Treatments

The T. A. McNicol China Co. has arranged to show six new dinnerware treatments on its 1927 line, and these will be shown for the first time next month. These new patterns, however, will not be ready for delivery before January and February.

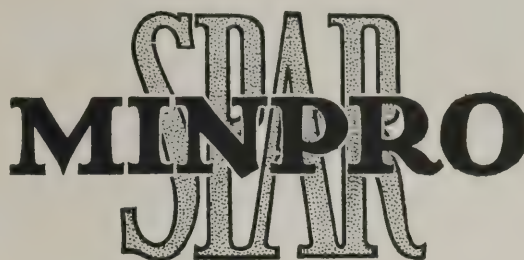
Frank Judge Sees Fall Business Improved

There has been a decided improvement in fall business," related Frank P. Judge, Jr., manager of sales for the National China Co., of Salineville, O., this week. "It is our opinion that retail buying will be quite active during the holiday season, and that much of the dinnerware now in the hands of the distributors will be renewed. This will cause the dealers to order replacements, and with new patterns coming on the market, we feel certain that early buying in 1927 will be as active as ever. Our new 1927 patterns are to be displayed in the show rooms of all our resident agents just as soon as we prepare these new lines."

Hall China Co. Factories Schedules Normal

Both factories of the Hall China Co. are working on practically normal schedules. The demand for the teapots of this factory has been more active this season than formerly, and with many added treatments to the entire

(Continued on page 31)



The Foundation of Business is Confidence—U. S. Chamber of Commerce, "Principles of Business Conduct."

BUSINESS has its code by which the worth of the individual firm is gauged. The vast army of consumers sits in judgment.

In Minpro Spar users are assured of dependably excellent quality and a whole-hearted subscription to recognized principles of fair dealing. R & H has gained a favorable verdict—the reputation of giving satisfaction.

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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Wm. Penn to House Many Lines

FIFTY or more lines of domestic and imported dinnerware and glassware will be displayed at the William Penn Hotel next January, according to the manner reservations are now being made. Inquiries for space are just a little more generous than a year ago. It is likely that one or two manufacturers who displayed at the William Penn last year will locate their lines at the Ft. Pitt, providing available space can be secured, but it is assured the number of exhibitors at the William Penn next season will be just as extensive as in former seasons.

The Edwin M. Knowles China Co., and the Knowles, Taylor & Knowles Co., displayed at the William Penn last January, and the same exhibits are expected to be retained again this coming season. Many lines closely associated with the glass and dinnerware stocks are to be found at the William Penn again. It is admitted that the Ft. Pitt is crowded for space for January exhibits, and only those identified with the Associated Glass & Pottery Manufacturers show at the Ft. Pitt. Other exhibitors are at the William Penn. The complete list of registrations at the William Penn will not be available until late in December, as additions are being made to the list every few days. Those manufacturers who desire to show their lines at the Ft. Pitt hotel can only do so by first taking their requirements up with Secretary J. M. Hammer, 140 Eighth Street, Pittsburgh. Mr. Hammer may also be in a position to give inquiries information concerning space at the William Penn Hotel.

Sale of Hotel Henry Recalls Old Exhibits

The sale here, recently announced of the Hotel Henry, opposite the Kaufmann Department store, Fifth Avenue to the Mellon interests will recall to many pottery and glass salesmen the seasons when annual exhibits were maintained there. When salesmen began to "break" away from the old Monongahela House, the Hotel Henry and the Seventh Avenue Hotels were used during the January exhibit season for some years. In fact a few lines have still continued to be shown at the Hotel Henry, but the number has been declining annually. Whether the Hotel Henry will be razed or remodeled to suit the requirements of the new owners has not been announced.

Pittsburgh Credit Bureau, Inc., Creates Interest

Department store owners throughout the country are showing much interest in the activity of the new Pitts-

burgh Credit Bureau, Inc., recently formed with A. N. Fraser of the Boggs & Buhl department store as president. Edgar J. Kaufmann, who is president of the Kaufmann Department Stores, Inc., is vice president of the new organization, with Hugh Baum, vice president of the same store is treasurer, W. H. Friesell of the Joseph Horne Co., is assistant treasurer. The new Bureau has been incorporated under New Jersey laws with a capital stock of \$50,000.

Ira Akins Attends Shippers' Meet

Ira Akins, traffic manager for the Monongah Glass Co. Fairmont, W. Va., attended a regional organization meeting of shippers of the Pittsburgh district, held here a few days ago at the Hotel Schenley. This meeting was for the purpose of working out plans with reference to car supply and a more active movement of freight originating in the Pittsburgh freight territory.

Pittsburgh Stores Displaying Holiday Merchandise

All of the Pittsburgh department stores are displaying their holiday merchandise in the china and glass sections. As was to be expected, colored glassware takes a prominent part in all these sections. Early movement of these goods is declared to be practically equal to sales records of a year ago. There has been a very good inquiry for the blown and stemware lines, for this season of the year but department managers are of the opinion that while colored glassware will be bought liberally during the holiday season for novelties, the blown and stemware lines will predominate when it comes to the utility lines. Holiday stocks have been received by all local department stores, but as the season advances additions are being made to all such displays.

Federal Glass Co. Appoints Pittsburgh Agents

Frazier and Smith, with offices in the Westinghouse Building at Ninth and Penn Avenues, Pittsburgh, have been appointed representatives in this district for the Federal Glass Co., Columbus. In addition to this line, this office is also representing the lines of the McDonald Glass Co., of McDonald, Pa.

Factory Production Unchanged for Week

Little if any change has been noted in factory production records in this district during the last week. The

... of business now being received is declared to be of a character sufficient to cause all plants to be operated on current schedules until the close of the year. Some buyers have already anticipated business for January and February shipment, but there has not been much volume of business placed so far for 1927 delivery. Contract business will not be placed until next month and during January, and the business now being placed on the order files, especially from the retail trade is for feature sales campaigns that are being planned for the after holiday season.

Gimbel's Anniversary Sale Successful

According to word received by glass factories in this district from their representatives in the Milwaukee, Wis., territory, the 84th anniversary sale at the Gimbel Brothers Store was a decided success. The sale continued over a period of five weeks, it has been reported, and according to Minton M. Pace, the general manager of the store, the event was the most successful in the history of the store. The sale resulted in an excellent turnover of stocks in all departments, and this resulted in the setting of the stage for the prominent display of fresh holiday merchandise.

Broadway Department Store Control Changes

It is reported in the glass trade here that the controlling interest in the Broadway Department Store in Los Angeles, Calif., has been taken over by a recently formed corporation, which has obtained a charter under the name of the Broadway Department Store, Inc., with a capitalization placed at \$18,500,000. Arthur Letts, Jr., who has been a director in the former organization has been made president of the new company. A new seven story department store building is proposed, and at present the store occupies over twelve acres of selling space and employs upward of 2,400 people.

U. S. Glass Co. to Make Ready for Exhibit

Within a few weeks the United States Glass Co., will begin to rearrange its permanent sample room on Liberty Avenue near Tenth Street and the Ft. Pitt Hotel for the reception of buyers during the January sales period. The new lines will be prominently featured, and the lines that have been popular during the old year will of course be continued. Since these sample rooms were opened a few years ago, the spot has drawn many new buyers into the district. In fact these sample rooms are the largest and most elaborate between New York and Chicago.

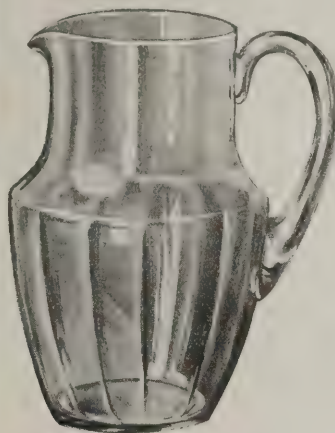
Kaufmann Stores Declare Dividend

The Kaufmann Department Stores, Inc., has declared a dividend of \$2 as the quarterly return on the common stock, which will be payable Oct. 27th on stock of record as of Oct. 20th.

R. W. Anderson Takes Up New Duties

R. W. Anderson, until recently assistant to the president of the United States Glass Co., here has taken up

Westmoreland Glass Co. Grapeville, Pa.



Manufacturers of
High Grade
Glassware Plain, Cut
and Decorated
For Gift Shops,
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No. 1801. 5 Pt. Jug.
Made in crystal as
well as beautiful
shades of Blue,
Green and Amber.

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H. P. & H. F. Hunt,
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Traveling Representatives
R. B. Reineck,
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CHICAGO
R. A. Keel,
4439 Greenview Avenue
CHICAGO

PHILADELPHIA
Fred Stott,
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SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive Street

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

his new duties in the management of the Tidewater Glass Corp., Jacksonville, Fla. Mr. Anderson is one of the most widely known factory men in the glass industry, and his association with the "States" covers a wide period of years.

Glass Container Business Prosperous Report Shows

That the glass container business is in a prosperous condition is reflected by the nine-month report of the business of the Owens Bottle Co., that has been received here. New profits for the first nine months of the current year of this interest has been placed at \$4,889,270, or equal to \$6.43 per share, as against \$4,253,537, or \$5.79 per share for the same three-quarter period in 1925.

Eyer Succeeds Auerbach

Donald Eyer has been named credit manager of Bloomingdale Bros., New York, to succeed Joseph B. Auerbach, who resigned recently to become director of accounts for Franklin Simon & Co. Mr. Eyer had been credit manager of A. De Pinna Company, Inc.

Mr. Eyer has been actively engaged in credit work for the last twelve years. Starting with Bloomingdale Brothers as a clerk, in a period of three years he became assistant credit manager. Since that time he has been credit manager of Hickson's assistant credit manager of Best & Co. and for the last three years with De Pinna.

L. B. King and Co. Open New Lenox Room

Department Occupies One-fourth of Second Floor—
New Expansion Program Will Make Store One of
Outstanding Establishments of Kind in America

THE latter part of October saw the opening in Detroit of L. B. King and Co.'s newly completed Salon Des Beaux Arts in connection with which was featured the new Lenox Room with a special exhibition of Lenox China under the personal direction of Frank Holmes, of Lenox, Incorporated.

This department occupies one-fourth of the second floor of this progressive china and glass house and is conceded to be, by those who have seen it, the most elaborately appointed showroom of its kind in America. The department is divided into two sections both uniform as to decoration with lighting fixtures in antiquated wrought iron and carpeted throughout in dull green. The cabinets are of fumed oak acid finish with glass shelving. The illustration conveys but a faint impression of the beauty of this new department which sets a new standard in the display of fine merchandise.

The opening of this new section was made a formal occasion by L. B. King and Co., and among those present were to be noted Frank Holmes of Lenox, Incorporated; I. B. Cary and Charles Potter of the Corning Glass Company, Steuben Division; Tom Smallwood, Mr. J. H. Venon and others.

The completion of this new department marks the end of the first half of the expansion policy adopted by L. S.

King and Co., three years ago and during this period the following important changes were made by this progressive institution:

The addition of 60 per cent Sales Space, the Erection of the \$100,000 Warehouse and the establishing of two new departments, the one referred to above and an Oriental Room designed and created for L. B. King and Co., by one of America's foremost leading artists.

This store will start the second half of its expansion program during the latter part of 1927 and it is expected that the completion of this program will see L. B. King and Co. as one of the outstanding establishments of its kind in America.

Information Available on Employee Stock Ownership

To secure a practical working knowledge of employee stock ownership plans, the Policyholders' Service Bureau of the Metropolitan Life Insurance Company has consulted sixty firms in the United States and Canada, and has set forth its findings in a new report entitled "Employee Stock Ownership." The list of cooperators in this report contains the names of some of the largest and best known industries in both countries.



Section of new Lenox Room in newly completed Salon Des Beaux Arts of L. B. King Co.

Many Exhibitors for January Show

The various committees of the China, Glass & Gift association are going ahead at full speed to organize and make plans to bring about the most successful Mid-Year show, which is to be held at Hotel Sherman January 4 to 29, 1927.

At the meeting of the rooms committee on October 30, all the applications on hand were acted on the rooms assigned. The present list both in number of exhibitors and number of rooms far exceeds that of a year ago. The advance interest displayed by manufacturers is another indication that there is a real need for a Mid-Winter show and that this event will prove to be of great benefit to the buyer and seller alike.

Three floors of the Hotel Sherman will be filled with exhibits covering China, Glass, Gifts and allied merchandise and the opportunity to see so many competitive lines under the same roof will be a valuable buying opportunity.

Exhibitors to November 10, are as follows:

EXHIBITORS IN THE MID-WINTER GIFT SHOW,
January 24-29, 1927, to date November 10, 1926.
Art Craft Import Co., Chicago, Ill.; Art Industries, Inc., New York, N. Y.; Art Metal Studios, Chicago, Ill.; Henry S. Beach, El Paso, Texas; Beardsley Studios, Chicago, Ill.; Julius Beckhard Co., New York, N. Y.; Louis Bierfeld Co., Chicago, Ill.; Bilt Rite Mfg. Co., Chicago, Ill.; Michael Blum, New York, N. Y.; Bosca-Nelson-Pryor Co., Webb City, Mo.; The Botanical Decorating Co., Chicago, Ill.; M. W. Carr & Co., W. Somerville, Mass.; Chicago Gift Market, Chicago, Ill.; The Chicago Importers, Chicago, Ill.;

Chino & Co., Chicago, Ill.; Colonial Candle Co., Hyannis, Mass.; Colonial Lamp & Fixture Works, Chicago, Ill.; Computing Cheese Cutter Co., Anderson, Ind.; C. M. Coopersmith Co., Chicago, Ill.; Cowan Pottery Studio, Rocky River, Ohio; Decorative Linen Co., Inc., New York, N. Y.; Decorative Plant Co., New York, N. Y.; Dixon Novelty Co., Dixon, Ill.; Dooner Logan, Chicago, Ill.; East India Art Co., Los Angeles, Cal.; Eylar, Seattle, Wash.; Marshall Field & Co., Chicago, Ill.; The Gift House, New York, N. Y.; Gifts Shop Necessities Co., Kansas City, Mo.; Gifts Company, New York, N. Y.; H. Gigan, Baltimore, Md.; Hansen Trading Co., New York, N. Y.; Helburn Bros., Toledo, Ohio; M. Elizabeth Henson, Chicago, Ill.; J. A. Hettler Co., New York, N. Y.; Hill Top Studios, Duluth, Minn.; Industrial Trading Corp., Chicago, Ill.; Italian Art Importing Co., Rochester, N. Y.; Frank M. Katz & Co., Inc., New York, N. Y.; Kovar's, Inc., New York, N. Y.; L. V. L. Candlestick Co., Minneapolis, Minn.; Mrs. E. D. Leavitt, Chicago, Ill.; Lewis Importing Co., Portland, Ore.; Liberty Art Craft Studio, Chicago, Ill.; H. Mallouk, New York, N. Y.; Manhattan Novelty & Gift Co., New York, N. Y.; Mathilde, Kansas City, Mo.; A. C. McClurg, Chicago, Ill.; Carolyn McCracken, Chicago, Ill.; McIntosh Leather Goods, Inc., Chicago, Ill.; Merwin-Wilson, Inc., New Milford, Conn.; Norwood Co., Cincinnati, Ohio; North Side Statuary Co., Chicago, Ill.; P. J. Osborne, Holland, Mich.; W. C. Owen, Inc., Chicago, Ill.; Pillowcraft & Max Kohn, Chicago, Ill.; Harper J. Ransburg, Indianapolis, Ind.; Rapaport Bros., Chicago, Ill.; W. C. Redmon Sons & Co., Peru, Ind.; A. L. Reed Co., New York, N. Y.; Regal Art Co., Chicago, Ill.; W. Reichert Co., New York, N. Y.; C. & A. Richards, Boston, Mass.; Mary Ryan, New York, N. Y.; Hugo W. Schmidt, Detroit, Mich.; Jacob Schorsch, New York, N. Y.; M. Seller & Co., Portland, Ore.; Shannon Studios, Cleveland, Ohio; Slepian Studio, Philadelphia, Pa.; Spiegel Bros., Chicago, Ill.; Stein & Ellbogen, Chicago, Ill.; The Steinbeck Co., Chicago, Ill.; Nathan Straus & Sons, Inc., New York, N. Y.; Sugar Plum Tree, Northampton, Mass.; The Treasure Chest, Asheville, N. C.; Ullman Manufacturing Co., Long Island City, N. Y.; J. Baxter Webb, Cincinnati, Ohio; Ernest Wolf, Chicago, Ill.; Zefume, Inc., Chicago, Ill.

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

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IMPORTERS OF

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Large variety of latest designs at attractive prices.

Immediate delivery from New York stock.

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NO. 15336 SANDWICH OR CAKE PLATE



CRYSTAL

AMBER

GREEN

CANARY

With plain bottom (illustrated) or concentric ribs.

A highly finished pot-glass number which adds beauty to any service.

10½ in. Diameter

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By C. M. Franzheim

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The Duncan & Miller Glass Co.
Washington, Pa.

CHICAGO OFFICE

312

SOUTH

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STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Annual Chicago Show Date Set for January 24th to February 5th

At a recent meeting of the Glass, Pottery, Lamps and Housefurnishing Association of Chicago held at the Hamilton Club, it was decided to hold the Annual Market Event of the trade in the local display rooms from January 24th to February 5th inclusive. The method of conducting the event will be along the same lines as the local association has followed for the last few years. A feature of the two week event will be the offering of specials by all the factory lines included in the event. These will be the real bargains for the buyers and will be in effect only during the Market Event. No orders for the specials will be filled by mail and no orders will be accepted either before or after the Market Event at the special price quoted for the two week period. Committees have been appointed to work out the details of the affair. The publicity committee has already set about the task of advertising the event to the retail buyers of the middlewest. A large attendance is anticipated in view of

the fact that the dates include the period when three other merchandise shows will be under way. The Annual China, Glass and Gift Show will be held at the Sherman Hotel for one week, January 24 to 29, the Annual Housefurnishing Show will be on at the Sherman Hotel during the following week and the Eastern Importers and Manufacturers will exhibit at the Palmer House from January 31 to February 12. With so many important displays of merchandise in Chicago at about the same time, it is certain that the wide-awake buyer will make it his business to be on hand for the selection of merchandise for 1927 selling.

The Hartman Corp., operators of a chain of furniture stores, have made a net gain in sales over the corresponding month of last year for the ninth consecutive month. The net sales for all of their retail stores for the month of October were \$1,595,674 or an increase of \$69,717 over the same month a year ago. The total sales from January, 1926, to November 1, 1926, have showed an increase of \$3,309,119 over the same period for 1925.

The Borin Manufacturing Co., 1400 S. Cicero Ave., Chicago, well known makers of housefurnishings, mirrors, etc., have increased their capital stock from \$75,000 to \$500,000.

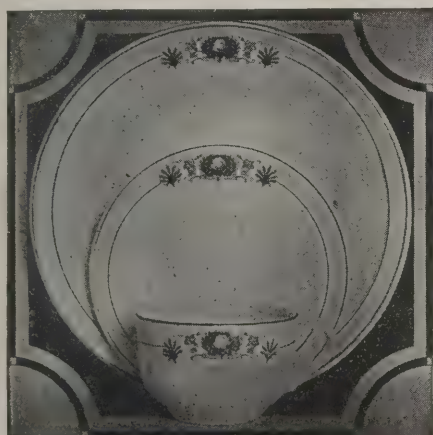
Barney Flynn, formerly assistant to the president of the Simmons Bed Co., Kenosha, Wis., and for the past eighteen months connected with Berkey & Gay Furniture Co. of Grand Rapids, has bought a substantial interest in the Luce Furniture Co. of Grand Rapids, Mich.

Desk sets in mahogany colored glass were introduced for the first time last week by Mandel Brothers, who displayed a fine array of these new imported wares. Complete desk equipment includes ink wells, blotter holders, pen and letter holders. The mahogany matches the tones and grain of the mahogany desk.

The annual Fall Pre-Inventory Sale of the large wholesale houses of Chicago will be held on Nov. 29 and 30 it was announced early this week by the Domestic Commerce Committee of the Chicago Association of Commerce under whose direction the event is held.

Twelve new members have been admitted to the Glass, Pottery, Lamp and Housefurnishing Association, the

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Walter B. Lazure, Chicago Representative

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unanimous vote having been cast at the recent meeting of the association. The new members are Mort B. Tinker, Paul F. Hoierman, Fred A. Schlens, DeWitt C. Hamilton, Richard W. Peterson, Frank L. Fenton, Walter L. S. Wible, R. E. McEldowney, Chas. J. Zihlmann, Wm. J. Behnke, C. D. Spreng and James A. Hall. The membership drive of the association continues until the first of January, when a gold watch will be awarded to the member who has been instrumental in bringing in the greatest number of new members up to that time.

September Trade Activity Shows Increase

Industrial and trade activity increased in September, says the current issue of the Federal Reserve Bulletin, and is at present in considerably larger volume than in midsummer. The price of cotton declined sharply, while prices of most groups of commodities advanced. Volume of bank credit increased seasonally, and money rates remained firm.

Production in basic industries and factory employment and pay rolls, according to the Federal Reserve Board's indexes, after changing but little for about four months, advanced in September to the highest points since last spring. The increase was particularly large in textile mill activity. Consumption of cotton increased considerably, woolen mill activity was the largest since January, and employment increased in nearly all branches of the textile industry. Iron and steel production was maintained from early in August until the latter part of October at a level higher than for the corresponding period of previous years. Automobile output was reduced in September, but continued larger than a year ago. Mining of coal has steadily increased since midsummer and the weekly run of crude petroleum from wells in October reached the highest level since June of last year. The Department of Agriculture's October 18 estimate placed cotton production at 17,454,000 bales, an increase of 1,350,000 bales over last year's crop.

Trade at wholesale firms reporting to the Federal Reserve system increased in September in all leading lines in response to the growth in the demand from retailers at this season of the year, and the total volume of sales was larger than in the corresponding month of last year. Sales of dry goods, which had been slightly smaller in almost every month this year from January through August that in the corresponding months of last year, increased more than is usual in September and exceeded sales in 1925. Increases over last year occurred in the New York, Richmond, Chicago, Dallas and San Francisco Federal Reserve districts, while sales in other districts were slightly smaller. Sales of hardware, which averaged smaller in the first eight months of the year than in 1925 increased in September and exceeded those of last year. Larger sales than last year were reported in all Federal Reserve districts, except in the New York, Atlanta, St. Louis and San Francisco districts.

Sales of retail stores in September reflected the seasonal expansion in trade that usually begins in the early autumn, and sales were generally larger than in September of last year. Sales of department stores reporting to the Federal Reserve system were 6.6 per cent larger than a year ago, and those of mail-order houses were about 4 per cent larger. For the nine months ending in September department store sales averaged 4.3 larger than in the corresponding period of 1925 and those of mail-order houses were 8 per cent greater.

Larger sales of department stores than in September of last year were reported in all sections of the country, but the largest increases, ranging from 6 per cent to 11 per cent, were in the New York, Cleveland, Chicago, St. Louis, Dallas and San Francisco Federal Reserve districts. Increased sales over last September were distributed among most lines of merchandise carried by department stores. Reports covering 45 separate departments at stores in seven Federal Reserve districts indicate that sales were larger in thirty-five departments and smaller in ten departments.

New York Imports

November 11

S. American Shipper from London, England

Bane, W. L., & Co., 1 case earthenware
Order, 2 casks glassware

S. Martha Washington from Naples, Italy

Hudson Fwdg. & Shpg. Co., 8 cases earthenware

S. Bremen from Bremen, Germany

Veith, A. & H., 8 cases glassware
Borgfeldt, G., & Co., 12 cases toys, crockery, etc.
Continental Ceramics Corp., 3 cases crockery
Capital Nat. Bank, 7 cases earthenware
Wolf, L., & Co., 70 cases china
Sullivan, W. C., & Co., 53 casks and cases china
Mfrs. Trust Co., 1 case hollowglass
Hutter, K., Inc., 48 cases crockery
Butler Bros., 72 cases toys, crockery, etc.
Downing, R. F., & Co., 4 cases hollowglass
Pomerance, S. H., & Co., 21 cases earthenware, glassware
Sellers, C. W., 6 cases decalcomanias
Strauss Bros Co., 5 cases glassware
Hensel, Bruckmann & Lorbacher, 7 cases toys, crockery
Borgfeldt, G., & Co., 126 cases toys, crockery, etc.
Order, 9 cases hollowglass, 3 cases hollowglass

S. Transylvania from Liverpool, England

Meakin & Ridgeway, 46 packages earthenware and china
Thieler, E. R., 1 hoghead earthenware
Gerlach, F. C., 34 hogheads earthenware

S. Carso from Genoa, Italy

Van Oppen & Co., 1 case majolicaware
Vandegrift, F. B., & Co., 5 cases earthenware
Natiello, J. A., 1 case earthenware

S. Conte Biancamano from Genoa, Italy

American Express Co., 44 cases earthenware, glassware
Vandegrift, F. B., & Co., 1 case majolicaware

November 12

S. Cleveland from Hamburg, Germany

Importers Service Co., 35 cases hollowglass
Ruhe, F. H., 5 cases glass, 1 case porcelain
Byrnes, W. J., & Co., 1 case leatherware
Straub, P. A., & Co., 18 cases china and earthenware
Plummer, W. H., & Co., 6 cases earthenware
Hauptman, A., Inc., 6 cases porcelain ware
Wolf, L., & Co., 12 cases toys
Mohawk Novelty Co., 5 cases crockery
Downing, T. D., & Co., 1 case chinaware
Gimbel Bros., 2 cases glassware
State Bank, 6 cases glassware
Thurnauer, G. M., Co., 1 case crockery
Neuwirth, H., Co., 5 cases glassware
Abraham & Straus, 20 cases toys, crockery, etc.
Hoffman, L., & Co., 3 cases hollow ware
Chem. Nat. Bank, 5 cases glassware, 1 case crockery
Bernard, J. E., & Co., 49 cases crockery
Skinner-Hill Co., 10 cases hollowglass
Reimer, F. C., & Co., 27 cases crockery, 2 cases crockery
Eimer & Amend, 47 cases hollowglass
Kay & Ellinger, 5 cases crockery
Sheldon, G. W., & Co., 5 cases hollowglass
Hampton, J. W., Jr., & Co., 2 cases hollowglass, 2 cases glassware
Plummer, W. H., & Co., 7 cases hollowglass
Sheldon, G. W., & Co., 34 cases hollowglass
Southern Pacific Lines, 1 case porcelain, 2 cases wooden ship models
Sellers, C. W., 6 cases decalcomanias
Noe, W. R., & Sons, 20 cases glassware, crockery, etc.
R. & G. Import Co., 25 cases crockery, 1 case artificial flowers
Gavin, J. J., & Co., 23 cases glassware
Atlantic Fwdg. Co., 26 cases crockery, glassware
Guthman, Salomon & Co., 1 case glassware
Koscherak Bros., 16 cases crockery
Inter. Fwdg. Co., 14 cases earthenware
Byrnes, W. J., & Co., 4 cases wooden ship models
Weissman Imptg. Co., 3 cases hollowglass
Davis, Collamore & Co., 2 cases hollowglass
Cahn, L. D., Co., 334 cases hollowware
Stern, S., 28 cases glassware
Hirsch, G., Sons, 79 cases glassware
Fenton, A. W., Co., 24 cases glassware
Sullivan, W. C., 10 cases crockery
Schenkers, Inc., 37 cases glassware
Koscherak Bros., 5 cases hollowglass

Schoemann & Mayer, 6 cases porcelain
Decorative Plant Co., 5 cases earthenware
Straus, N., & Sons, 108 cases hollowglass
Sheldon, G. W., & Co., 33 casks majolica, 5 cases majolica
Globe Shpg. Co., 298 cases crockery
Bernard, J. E., & Co., 110 cases crockery
Phoenix Shpg. Co., 339 cases toys, crockery, etc.

S. S. Independence Hall from Havre, France

Downing & Co., 3 cases earthenware
Redden, C. A., 3 casks chinaware
Hudson, J. L., 1 cask chinaware

S. S. Minnekahda from London, England

Consolidated Art Co., 1 crate earthenware
Raico, Inc., 1 cask earthenware

S. S. Olympic from Southampton, England

Bane, W. L., & Co., 1 case earthenware
Haviland China Co., 69 cases china
Kupper, H. C., Inc., 69 casks porcelain
Straus, N., & Sons, 63 casks porcelain

November 13

S. S. Paris from Havre, France

Bonnie & Co., 1 case earthenware
Inwald, J., Glass Co., 17 cases glassware
Hardmeyer, 1 case porcelain
Hauser Trading Co., 3 cases earthenware
Reimer, F. C., 5 packages earthenware
American Shipping Co., 3 packages crockery, china, etc.
Rohner, Gehrig & Co., 6 cases chinaware
Hudson Fwdg. & Shpg. Co., 18 cases glassware
Perry, Ryer & Co., 1 case china
Sheldon, G. W., & Co., 27 cases glassware
American Shipping Co., 6 casks earthenware
Thomas & Pierson, 7 cases china, etc.

S. S. Fenchurch from Marseilles, France

American Express Co., 2 cases pottery

S. S. Skaneland from Genoa, Italy

Vandegrift, F. B., & Co., 21 cases earthenware
American Shipping Co., 2 casks earthenware
Graham & Zenger, 3 cases earthenware
Wanamaker, J., 7 cases earthenware
American Shipping Co., 19 cases earthenware, etc.
Granata, G., & Co., 33 packages earthenware, etc.
Bernard, J. E., & Co., 42 cases earthenware, etc.
Plummer, W. H., & Co., 11 cases earthenware
Gommi & Co., 21 packages earthenware
Nelson, F. O., 9 cases earthenware

S. S. Taketoyo from Kobe, Japan

Zimmerman, J., Co., 7 cases porcelain
Ross, G., Co., 7 cases earthenware
Japanese Fan Co., 10 cases earthenware

From Yckkaichi via Nagoya

Loeser, F., & Co., 5 cases porcelain
Rods, G., Co., 1 case porcelain
Byrnes, W. J., & Co., 12 cases porcelain
Gary-Eigner Corp., 79 cases crockery
Hosking, W. H., - case porcelain, 1 case curios
Nara Trading Co., 84 cases porcelain
Haruta & Co., 77 cases woodenware, etc.
Strauss, I., & Co., 30 cases porcelain and earthenware
Ross, G., & Co., 7 cases porcelain
Abraham & Straus, 4 cases porcelain
Imoto Bros., 210 cases porcelain and earthenware
Butler Bros., 12 cases porcelain
Mohawk Novelty Co., 13 cases porcelain
Mogi, Momonoi & Co., 171 cases porcelain
Woolworth, F. W., & Co., 50 cases porcelain
N. Y. Mdse. Co., 35 cases porcelain
Nagoya Seitoshia, 112 cases porcelain
Abraham & Straus, 67 cases porcelain
Tuska, A. L., Son & Co., 7 cases porcelain
Langfelder, Hamma & Hayward, 9 cases toys, 1 case china
R. & G. Import Co., 21 cases crockery

From Yokohama, Japan

Chinjap & Co., 6 cases porcelain

S. S. La Bourdonnais from Bordeaux, France

Globe Shpg. Co., 5 casks earthenware
Downing, T. D., & Co., 2 cases earthenware
Bernard, M., & Co., 2 cases earthenware
Byrnes, W. J., & Co., 14 drawers china

S. S. Etnz Maru from Hamburg, Germany

Koscherak Bros., 9 cases hollow glassware

What's New in New York Showrooms

Straus, Graham & Zenger, Cox & Co., Aidin
Rug Co. and Borgfeldt Have Interesting Items

Wall Pockets Featured in Straus Display

An assortment of wall pockets covering a range of twenty-four different subjects, each one of which is most artistic in its conception, has recently been placed on view and is now being featured at the showrooms of Nathan Straus & Sons, Inc., importers, 119 Fifth Ave. These are



some of their latest Italian importations from Naples. Flowers and fruits predominate and among them are roses, lilies and tulips while others are reproduced to represent bunches of grapes, cherries, etc. One particularly striking piece is that which shows a sunflower, the modeling of which is perfect, while still another reproduced in the same excellent way shows a cluster of strawberries. The pretty green leaf sprays are worked out in a most appropriate manner and are brought down to the lower point of the pockets in a way that finishes them off perfectly. Quite consistent with the excellence of the modeling of the different fruits and flowers are the colors in which they are worked out. These are absolutely natural in their effect and present a combination of beautiful tints. The assortment offers a wide range of sizes from the large pockets down to the smaller ones. This line, which is finding great favor among the more exclusive shops, is produced by the same factory that makes the well known Royal Speculus Italian ware.

New Stemware Samples at Graham & Zenger Showroom

Advance samples are being shown at the salesrooms of Graham & Zenger, Inc., importers, 104 Fifth Ave., of a beautiful new line of stemware. This is made up with a lovely ruby color bowl in a spiral optic, while the stem is crystal with a green foot. There is also a wonderful carved stemware assortment in crystal which is shown in four patterns, namely, a tulip, an orchid, a poppy and a pansy. Both of these new lines are for import and are quite consistent in their beauty with the usual lovely lines handled by this firm.

News Items from Imperial Factory

Cox & Company, 120 Fifth Ave., New York representatives for the Imperial Glass Co., Bellaire, O., have every reason to feel elated over the new samples from this factory which have just been placed on display at their salesroom. The large assortment of which cocktails, ice tea sets, celery trays, salads, footed bowls and berry sets are just a few of the items shown are on most attractive shapes in green, amber and the popular new Rose Marie colors. Conspicuous is a large 16 inch oval plate in green and rose with a floral design which might be termed a daisy both as to the actual decoration and the article itself. Salad sets in a beautiful golden green with a dainty hand cut decoration are also being exhibited. The line priced attractively as it is certain to win immediate favor.

Faithful Reproductions in Greek Pottery

Two interesting examples of Greek Pottery from the Aidin Rug Co., importers, 225 Fifth Ave., New York, are shown herewith. This pottery comes direct from the firm's factory in Athens, where native decorators are giving to the Western world some of the finest reproductions from the Art of Ancient Greece. The absorbing interest which these artists take in their work is responsible for



the fine accurate motifs and designs which still hold the interest of the entire world. The firm is also showing beautiful lamp mounts, tiles for table tops, and a variety of pottery gift objects and vases of all sizes and decorations. This Greek pottery is one of the most inspiring importations, bringing back Grecian motifs and designs that are some of the best thoughts from artisans of the old school.

Interesting Things for the Christmas Trade

Many new fancy lines, on view on the fifth floor of the Geo. Borgfeldt & Co. establishment, 111 East 16th St., will more than repay the buyer to inspect. The display is filled to overflowing with items and decorations of the type that make ready sellers. There being such an excellent assemblage of merchandise it is hard to place one line or decoration before another. One feature of the exhibit is an assortment of covered jugs. These are to be seen in wonderfully pleasing lustres with decorations that are colorful, and blend themselves in an excellent manner.

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Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

STANDARD INTRODUCTION TO INCOME TAX DEPARTMENT ARTICLES

This is the second of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

IN the first article we determined who was subject to the income tax; that is, the persons to whom the law applied. But not everyone subject to tax must pay a tax or even file a return. That usually depends on the amount of income. Let us in this article examine the rules for filing returns.

RETURNS OF INDIVIDUALS

How may an individual determine whether he must file a return? First, is by his *gross* income. If the gross income of an individual is \$5,000 or over, a return must be filed. Mind, it is gross income, not net income. He may not in fact have a net income, but that makes no difference. A return must still be filed. For example, a person receiving a salary of \$6,000 a year must file a return, even though his payments of interest, taxes, and his losses or other deductions, bring his net income below his exemption or even result in a net loss.

The second way an individual may determine whether he must file a return, is by his net income. In the case of a single person, if his net income is \$1,500 or more, a return must be filed. In the case of a married person, the amount is \$3,500. This rule operates independently of the gross income requirement. Even though one's gross income is less than \$5,000, a return must be filed if the net income is more than \$1,500 or \$3,500 respectively. Conversely, a return is due if one's net income is less than \$1,500 or \$3,500 if the gross income is more than \$5,000.

MARRIED PERSONS

There is one important point to note about returns by married persons. In determining whether the gross income is \$5,000 or the net income \$3,500, the combined income of the husband and wife is to be taken. If the husband's gross income is \$4,000 and the wife's \$1,000, a return is due. In the same manner, if the husband's net income is \$3,000 and the wife's \$500, a return must be filed.

Who must file the return, the husband or the wife, or both? This question brings out another peculiar wrinkle concerning the returns of married persons. The husband and wife may, at their option, file separate returns for their own income, or they may file one joint return, combining their incomes. It very often makes considerable

difference in the tax depending on which basis they select. The tax rates become higher as the income increases. In some cases, therefore, in order to keep the tax rates down, it would be better to file separate returns. On the other hand, where the husband has a net loss and the wife has a net income, or vice versa, it would be better to file a joint return, so that the loss can be offset against the income. This entire subject will be fully discussed in a later article.

MINORS

From what has already been mentioned, it is evident that the age of an individual does not in any way affect the requirement for filing returns. A minor, if single, must file a return if his gross income is \$5,000 or over, or his net income is \$1,500 or over. If married, the gross income requirement is the same, but the net income requirement is then \$3,500. The important point about a minor's return is to determine whether the income is really his. Under the laws of most states, the income earned by an unmarried minor for services, belongs to the parent, unless the child has been emancipated. The parent, therefore, would be required to report such income, and not the minor. However, where a child has income from a trust or from property held for his benefit, that goes into his own return.

CORPORATIONS

In the case of corporations, the rule is simple. Every corporation subject to tax must file a return, irrespective of the amount of gross or net income. Even though the corporation sustains a loss, it must file a return.

Where two or more corporations are affiliated, they may, at their option, file a consolidated return, just like the joint return of husband and wife. Corporations are affiliated where one owns at least 95 per cent of the stock of the other, or where at least 95 per cent of the stock in the corporations is owned by the same interests.

PARTNERSHIPS AND TRUSTS

Partnerships, while not subject to tax as such, must file a return. Here too the rule applies, irrespective of the amount of gross or net income. The reason for requiring a return of the partnership becomes evident when it

is recognized that the individual partners report in their personal income tax returns just the one figure showing their share in the partnership profit or loss. The partnership return is needed to give the Government the details showing how the figure is arrived at.

Estates and trusts are considered like single individuals in connection with the requirement of filing returns. Therefore, an estate having a gross income of \$5,000 or over, or a net income of \$1,500 or over, must file a return.

It is not in every case, of course, that where a return is filed that a tax must be paid. The exemptions may exceed the net income. We will therefore consider in the next article the question of exemption.

Importers Not Looking for Tariff Changes

It was the consensus of opinion among representatives of the large import trades assembled at the Hotel Astor yesterday at a luncheon conference of the board of directors of the National Council of American Importers & Traders, Inc., that the plea for abolition or lowering of international tariff barriers would not bring about changes in the American tariff. While not underestimating the importance of this manifesto and its influence in international trade circles, the directors of the importers organization do not believe that Congress will attempt any tariff revising at the coming session.

It was also brought out at this conference that the leading importers of the country would not look with favor upon free trade and that, while it is believed that there is room for a more equitable adjustment of some tariff rates, it is not thought at all probable that America will join in any wholesale tariff revision.

A substantial increase in membership, particularly among stores in the western part of the country, was reported by J. Frankel, of Franklin Simon & Co., chairman of the membership committee.

N. E. Franklin, president of the council, presided.

Customs Rulings on Holiday Toys

In rulings just handed down, sustaining protests of Geo. Borgfeldt & Co., of Galveston, New York and Baltimore, also of the Rietmann, Pilcer Co., the Progressive Agency and A. H. Ringk & Co. of New York, the United States Customs Court finds that certain holiday novelties and filling toys in the form of pigs, bells, roosters, potatoes, ducks and certain small figures were erroneously returned for duty at the rate of 35 per cent ad valorem under paragraph 1313, tariff laws of 1922, as manufactures of paper, or at 40 per cent under paragraph 214 as manufactures of earthy or mineral substances, decorated.

Judge Young, in his opinion in favor of the protestants, finds that duty should have been taken at the rate of only 25 per cent ad valorem under paragraph 1303 of the 1922 act as manufactures of pulp or papier mache, or at the same rate under paragraph 42 as manufactures in chief value of glue.

Spode's BUTTERCUP



Illustrating a very early Spode design, applied on the Chelsea Wicker shape. Buttercup is a very interesting old English floral pattern, combined with conventional bands printed under glaze in soft brown, the floral effect is painted in rich underglaze enamel colors of yellow, green, and blue. This makes a very charming effect against the Wicker shape and the ivory body.

Stock Carried in New York
Send for Samples and Prices

Copeland & Thompson

Incorporated

206 Fifth Avenue

New York



Happy gathering at dinner and dance given by Morimura Bros., Inc., at Hotel Pennsylvania, to their employees commemorating the firm's fiftieth anniversary.

Fiftieth Mile Post Passed by Morimura Bros.

Delightful Dinner and Dance at Hotel Pennsylvania Marks Half Century in the Trade of the Country's Largest Japanese Importing Firm

IN honor and in commemoration of the important occasion, Morimura Bros., Inc., the well-known Japanese importers, 53-57 West 23rd St., celebrated the fiftieth anniversary of their business with a dinner and dance at the Hotel Pennsylvania last Thursday night.

The affair which should indeed be termed a Morimura family gathering, was attended by one hundred and eighty-nine employees and officers of the corporation. To quote an oft used phrase, but one which in this case most aptly describes the celebration, a wonderful time was enjoyed by all. Preceding the dinner a silent prayer was made for those formerly connected with the firm who had passed to the great beyond. At seven o'clock as the guests seated themselves to enjoy the excellent menu, the first surprise of the evening took place.

Each employee of the firm received a personal check from Y. Murai, one of the heads of the corporation and the only remaining founder of the business who was associated with Toyo Morimura when the company was started fifty years ago. In making his gifts, Mr. Murai expressed the sentiment that in so doing he was appreciative of the fact that it was one way in which he could show his thanks and appreciation of the loyal support and cooperation of his employees and that in giving as he did it was a source of gratification for him to know that he was able to bring some small degree of happiness and pleasure to others. Midway through the dinner Mr. Murai was in turn presented with a large silver loving cup from the employees of the firm, the presentation speech being made by R. R. Duffin one of the senior salesmen, while a silk

shawl was given to Mrs. Murai from the employees, presented by the toastmaster, David Walker, manager of the firm's custom department.

Coincident with marking the firm's fiftieth anniversary, this occasion also closed another eventful page in their history, inasmuch as it also brought to an end a quarter century of service with the concern of the Messrs. E. Jinushi, vice president in charge of the New York office, Charles Kaiser, head of the import department and A. W. Hogrefe, credit manager. Mr. Jinushi and Mr. Hogrefe were given gold watches, while Mr. Kaiser received a silver bowl which were presented by Mr. Murai on behalf of the firm.

Numbered among the guests were many old employees

of former years, prominent among whom were E. L. Van Buskirk, Miss Annie Walker, H. K. Satow, H. Y. Tetsuka and Mr. and Mrs. Louis Greenwald. Mr. Van Buskirk during the course of the evening made a short but most appropriate address in which he voiced his appreciation of his many happy years spent in the concern's employ and of the splendid treatment he had received from them. The firm's history is a most interesting one.

Over a half century ago, in far away Japan the late Baron I. Morimura had the vision and foresight to conceive the great possibilities that might be brought forth through international trade between his country and America which would tend to bring the two nations into

closer friendship and with this idea in view he had his younger brother Toyo Morimura educated in the English language and customs preparatory to coming to this country. At the age of 23, in 1876, Toyo Morimura arrived in America and attended the Eastman Business College at Poughkeepsie, to perfect his English and improve his knowledge of business. The following fall he opened a small store at 238 Sixth Ave. This little shop, 20 x 75 feet in space was the start of the largest Japanese import house in this country, which today bears the name of Morimura Bros.

In 1879, Y. Murai, the only living original founder of this business, came to America and associated himself with Toyo Morimura. In 1882, chiefly through his careful guidance and ability the concern outgrew their quarters and a change from the retail to the wholesale business necessitated their

removal to 530 Broadway. Under Mr. Murai's very able management the business continued to grow so rapidly that a further move was made necessary which took the firm to still larger quarters at 546 Broadway. In 1917 Morimura Bros. opened their large display rooms and offices at their present address. During the war the firm expanded their different lines but concentrated especially on china.

Since then they have gradually discontinued their other lines, concentrating their complete efforts on their china lines, with the result that their exhibit presents an array of dinnerware and fancy lines not to be equalled by any concern anywhere.

(Continued on page 29)



Y. Murai, only remaining founder of Morimura Bros.

1876 - 1926

WE desire to extend to the trade our most cordial greetings on the occasion of our Fiftieth Anniversary. We cannot let this time pass without expressing our heartfelt gratitude and appreciation to our customers; realizing that it is their splendid support and hearty cooperation that has enabled us to grow.

We sincerely hope that we may continue to enjoy their friendship and goodwill, pledging that we will maintain the standard we have set in the past throughout all future days.

MORIMURA BROS., INC.

Morimura Anniversary

(Continued from page 27)

The principles on which the firm was founded by the late Baron Morimura are held sacred by each member of the firm, as well as every employee. They have served as a beacon light from the firm's inauspicious start to its



The late Baron I. Morimura, founder of the firm.

present high standing in this country. These principles are as follows:

PRINCIPLES LAID BY THE LATE BARON MORIMURA

This business is established in the belief that international trade is the key to international peace and should make for happiness, individual liberty and harmonious cooperation among the brotherhood of mankind.

Our aim is to achieve progress for the future generations by serving with a spirit of sacrifice and avoiding purely selfish motives.

Be true and sincere. Do not break a promise.

Do not lie. Be not self-conceited. Do not get angry. Beware of luxury, laziness and selfishness.

Do not degrade yourself. Friendship, good understanding and hearty co-operation between friends are greater ties than kinship. They are supreme in life.

Believe in the Law of God. God controls the Universe for the benefit of human souls and never rests. Follow these rules with iron conviction, energy and zeal, and Heaven will answer our devotion.

As was previously stated Baron Morimura's idea in founding the business was to encourage international trade it being his belief that this was the only thing to bring the nations in closer relationship and understanding.

Morimura Bros. were pioneers in enlightening the American trade of the possibilities of Japanese manufacture. Their introduction to the trade ushering in a new era in this respect. Up to the time of their going into

business America knew little of what the Japanese were capable of producing and Japan knew less of the requirements of the American public of the five founders of the business, Baron Morimura, Toyo Morimura, Y. Murai, M. Okura and S. Hirose, but one survives which is Y. Murai, whose foresight, unusual ability and determination piloted the concern to the prominent part it now plays in international trade.

This dinner marked the anniversary of the death of H. K. Tetsuka, who was manager of the New York office preceding Mr. Jinushi, the present manager. Mr. Tetsuka died in 1919.

Decline in Exports of Czechoslovak Porcelain

Consul C. S. Winans, Prague, in Commerce Reports

Exports of Czechoslovak porcelain declined sharply during the summer months as compared with similar exports during the preceding months. The increased competition of the French and German porcelain industries, as well as the depreciation of the French franc, were blamed for the drop in Czechoslovakia's porcelain exports. Sales to France, which has always been an important customer for Czechoslovak products, are now negligible; on the other hand, the French factories have been able to offer their products on foreign markets at dumping prices. The lower-priced German products have also forced Czechoslovak goods from foreign markets. As compared with the production in the Czechoslovak porcelain factories last winter, there has been a curtailment of operations amounting to 20 per cent, and further restriction is now felt to be necessary. The domestic industry feels that its interests have been overlooked in the negotiation of commercial treaties and calls attention to the fact that German duties on porcelain imports are several times higher than the Czechoslovak customs duties. The recent decrease in exports of Czechoslovak colored porcelain to England and North America is estimated at fully 50 per cent, and the sharp decline in the exports of white porcelain to Austria is a matter of grave concern to the industry.

PORCELAIN EXPORTS DECREASE—AMERICAN ORDERS ENCOURAGING

Exports during the first five months of the current year showed a decrease of 7 per cent, as compared with exports during the corresponding period of 1925, and since May the situation has become steadily worse, according to statistics compiled by a well-known economist of Carlsbad, the center of the Czechoslovak porcelain industry. During the first five months of 1926 the Czechoslovak exports totaled approximately 1,260 carloads, valued at 92,000,000 crowns (1 crown is worth \$0.0296).

As a result of visits made by several buyers from America during August the northwestern Bohemian porcelain factories received some good orders. Although the prices obtained were not entirely satisfactory, they have made possible the continuation of work in certain factories for some time to come.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

DINNERWARE SALESMEN WANTED

DUE to the recent death of our New Jersey salesman who has represented us in that State and adjacent sections for the past twenty years, we have this important territory open for a thoroughly experienced dinnerware salesman. This is a splendid opportunity for the right man. We also have a very desirable established southern territory in which we can use an experienced salesman. State age, experience and territory you have covered. All communications will be held strictly confidential. Fisher, Bruce & Company, Philadelphia.

POSITION WANTED

POSITION as traveling salesman; ten years' road experience with Lamps, Decorated Glass, China and Import Lines. Personal acquaintance of buyers covering all large cities East, West, South and Texas. Employed at present. Would like to make change November 15. Address Box 580, CROCKERY AND GLASS JOURNAL.

IMPORT SALESMAN WANTS POSITION

THOROUGHLY experienced china salesman with unquestionable references as to ability and character is desirous of connecting with a New York Import House. Address Box 584, care of CROCKERY AND GLASS JOURNAL.

DINNERWARE SALESMEN WANTED

WELL known import house is looking for an experienced dinnerware salesman who is acquainted with both the wholesale and large department store trade. The man selected must have the necessary qualifications to introduce to the trade the Hutschenreuther Ivory Body dinnerware and Villeroy & Boch earthenware. Applications will be treated in strict confidence. B. Tomby & Co., 20 West 23rd Street, New York.

SALESMAN WANTED

WANTED by an old established American manufacturer of dinnerware and hotel ware salesman for New England. Salary and expenses. Replies confidential. Box 585, care of CROCKERY AND GLASS JOURNAL.

HOTEL CHINA SALESMAN WANTED

WE have a position open for an experienced hotel china salesman. If in person, apply at either our Clarksburg or East Liverpool offices. If by letter apply with full particulars at our Clarksburg, West Virginia office. D. E. McNicol Pottery Company.

Buyers in New York

NOVEMBER 11, 1926

Mrs. Knight, small lamps shades and bases, Hochschild, Kohn & Co., Baltimore, Md., 220 Fifth Avenue.

C. H. Hurlburt, china, glass, lamps and brassware, D. M. Read Co., Bridgeport, Conn., 315 Fourth Avenue.

Mrs. M. E. Crothers, lamps, Woodward & Lothrop, Washington, D. C., 370 Seventh Avenue.

NOVEMBER 12, 1926

E. M. Moreland, china and glass, Mendel & Harris, New Haven, Conn., 115 West 30th St., 11th floor.

NOVEMBER 15, 1926

Mrs. Gaines, gift novelties, Hillman's, Chicago, Ill., 1150 Broadway (F. Lillenthal & Co.).

A. E. Long, lamps, Dayton Co., Minneapolis, Minn., 1440 Broadway.

PETER POTTER



PETER POTTER SAYS: 'Twon't be long now afore Christmas. Dinnerware en glassware makes mighty suitable presents. Remember advertisin pays.

NOVEMBER 16, 1926

T. W. Nugent, furniture, lamps, Nugent D. G. Co., Braddock, Pa., 1440 Broadway.

L. A. Bourbon, housefurnishings, china, toys, Duffy-Powers Co., Rochester, Pa., 1150 Broadway.

Miss F. Carty, gift novelties, Palais Royal, Washington, D. C., 455 Seventh Ave. (Kresge Dept. Stores, Inc.).

F. L. Warren, housefurnishings, china, Callender, McAuslan & Troup Co., Providence, R. I., 240 Madison Ave.

J. L. Wilcox, housefurnishings, Adam H. Bartel Co., Richmond, Inc., 43 Leonard St.

NOVEMBER 17, 1926

G. E. Riel, housefurnishings, lamps, novelties, Parke Snow, Inc., Waltham, Mass., 120 West 32nd St. (A. Fantl).

J. Z. Mahan, gifts, housefurnishings, toys, B. McManus Co., Youngstown, O., 120 West 32nd St. (A. Fantl).

A. E. Long, lamps and rugs, Dayton Co., Minneapolis, Minn., 1440 Broadway.

A man in New York recently received the following telegram from a friend in Georgia:

"While riding in a street car today a man got up to give his seat to a lady. Your brother, Abie, beat her to it. His body will arrive in the Bronx Monday."

Pottery News

(Continued from page 13)

line, dealers are enabled to stock larger assortments than has been possible in the past. Quite a number of new items and decorations are to be added to this line for 1927 delivery, but these will not be shown the trade until the opening of the line at the Ft. Pitt Hotel, Pittsburgh, Pa., next January.

Many Buyers Visiting Pottery District

Numerous buyers have been in the district within the last few days placing specifications for January and February delivery. Some of these interests "picked up" some special goods that were available for immediate delivery. A number of the buyers were identified with the American Retail Association, of which S. Rosenberg is chairman and who met the buying group upon their arrival here. These buyers included Ben Mehleman, with The Boston Store, Milwaukee, Wis.; Mort Schwarz, with the Golden Rule, St. Paul, Minn.; M. D. Braun, Baltimore, Md.; M. Waxman, Washington, D. C.; Louis Klayf, with Bloomingdale, New York City, N. Y.; G. Smidt, merchandise manager, with Newton Brand and Miss Kleist, of the dinnerware department, of the W. A. Weiboldt & Co., Inc., Chicago, Ill.; Jack Aldrich, with the McCreery Store, New York City, N. Y.; Mr. Steer, with the Hahne Store, Newark, N. J.; Henry Clutter, with Stewart & Co., Baltimore, Md.

John G. Shedd Dies Following An Operation

The recent death here of John G. Shedd, chairman of the board of Marshall Field & Co., Chicago, robs America of one of its greatest pioneers in modern merchandising and department store development.

Mr. Shedd, who was 76 years old, had been a partner and large shareowner in the business since 1893, and the president of the corporation from 1906 until 1923, when he retired from the more active management of the business to remain as chairman of the Board of Directors.

His death followed an operation for appendicitis, a relapse setting in after it appeared that he was on the road to recovery.

Like Marshall Field himself, John Graves Shedd was a New Englander. He was born in Alstead, N. H., and served an early apprenticeship in hard work. Until he was about 22 years old he served as a clerk in a number of small stores in Vermont and New Hampshire. He got his first job at Bellows Falls, Vt., in a little fruit and bakery shop. His wages amounted to \$75 a year. Five years later he was working for \$600 a year plus a commission about equal to the board and lodging which usually were furnished to store clerks at that period.

On going to Chicago he got a job with Field, Leiter & Co. at \$10 a week as a stock boy. The wage was less than he had been receiving, but it was his first experience working in a larger city, and he determined to make up the loss. His promotion to salesman followed rapidly, and from this point on he carved out his advancement in terms of service to his employers.

One of his earliest accomplishments of constructive nature, laying the foundation for modern methods of stock and purchase control, was to reorganize and reduce to standard policies the buying activities of the company.

He progressed from manager of the neckwear department to that of the lace department. Gradually his ability became recognized by his coworkers as well as his employers, and his influence in the organization grew until by the time he was 30 years of age he was recognized as the keenest merchandiser in the store. And his position of peculiar influence and assistance toward other buyers gave him an insight into all phases of the business.

It was about ten years later that Marshall Field made him one of his partners. Another eight years found him vice president of the corporation, and when Mr. Field died in 1906 he became president.

Probably his greatest constructive ability was that of developing others into executives of high order, and it was his policy in doing this to develop them, as he developed himself, by starting at the bottom and working steadily upward. It was his belief that the lower a lad started in business the greater were his opportunities of greater heights.

In any respects his theories paralleled as well as preceded those of Henry Ford. Under his guidance production increased as hours became easier and the welfare of employes increased. One of the hardest battles was for the Saturday half-holiday for Marshall Field employes.

CUSTOMS RULINGS Imported Earthenware

Certain merchandise, reported by the appraiser to consist of decorated earthenware made of washed yellow clay, and entered at Boston by Jones, McDuffee & Stratton, is held by the Customs Court to have been correctly assessed with duty at 50 per cent ad valorem under Paragraph 211, 1922 law. In overruling the importers' protest claiming duty at but 20 per cent ad valorem under Paragraph 210, as decorated yellow ware made from unwashed clay, Judge Young states that at the trial of the case there was no appearance on behalf of the protestant, and that a careful examination of the papers failed to disclose anything sufficient to overcome the collector's decision.

Alabaster Lamps

The Customs Court, in denying relief to John Wana-maker, New York, finds that certain lamps, vases, etc., composed of alabaster, also of decorated earthenware, were correctly assessed with duty at 50 per cent ad valorem, the alabaster articles under Paragraph 233, 1922 law, and the decorated earthenware, under Paragraph 211. Various claims for lower rates were made in the importer's protest, the ones relied upon being for duty at 20 per cent either under Paragraph 1449, as works of art, or under Paragraph 229, as incandescent electric light bulbs and lamps. Judge McClelland overrules these claims, affirming the collector's assessment at the 50 per cent duty.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.

Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.

Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

THE SENDAR COMPANY, 35-37 West 23rd St.
"Open Stock English Dinnerware Blue Willow." Domestic dinnerware. Vitrified Hotel china.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.

Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.

A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.

Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.

Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.

Sole Agent for L'Union Ceramique, Limoges, France.

Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.

Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.

"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind," "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY

120 Fifth Avenue

Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

Glassware

Imperial Glass Company
Huntington Tumbler Co.
Bonita Art Glass Co.
T. B. Clark & Co.
S. K. Bitner & Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co

Pottery

Oxford Pottery Co.

DECORATORS

FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *Fifth Avenue Building.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*

Representing Fenton Art Glass Co., Glassware, cut, colored and plain. Sterling Glass Co., Fine Heavy Cut Glass. Westmoreland Glass Co., High Grade Table Glassware and Specialties. Indiana Glass Co., Pressed Table Glassware and Lamps. West End Pottery Co., Dinnerware and Specialties. Co-Operative Flint Glass Co., Table and Soda Fountain Glassware, Aquaria, etc. Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*

Iroquois China Co., Hotel China. National China Co., Quality dinnerware. Paden City Glass Mfg. Co., Table, soda fountain glassware. Economy Glass Co., Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*

Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*

Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*

McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*

Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*

Representing The Coshocton Glass Corp. The Belmont Tumbler Co. Sneath Glass Company Jackson Vitriified China Co. W. I. Tyner Pottery Company.

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Sole Agents for Heinrich Dinnerware & Winterling Fancy China
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In dinnerware our offerings are larger and better than ever featuring a wide range of new decorative treatments in Ivory, while our showing in open stock service plates is one that you should not miss seeing.

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For Chandeliers and Brackets. New Shapes, Colors and Decorations. Now Ready. Write for Samples.

DELICA WHITE
BEST GLASS FOR LIGHT

K. G. I. Aims to SATISFY

Crystal, Colors
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for Illuminating
Uses.
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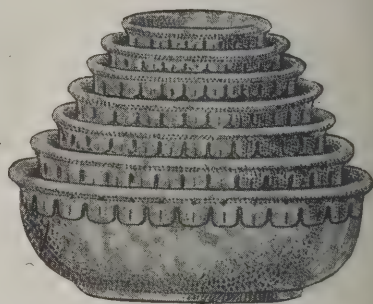
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Is Now Installed in Its Modernly Appointed and
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It is a great pleasure for us to extend to our friends in the trade a cordial invitation to visit us in our new home which by reason of its very central location is accessible from all points. We are

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DECORATED BY
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Limoges

on decorated china

showing many new designs of **GENUINE HAVILAND CHINA** for the Fall season which by virtue of their beautiful decorations and attractive shapes should not be overlooked.

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PUBLISHED WEEKLY SINCE 1874

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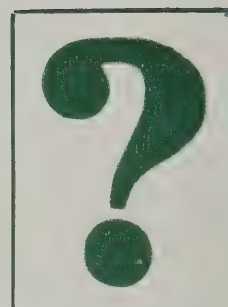


Vol. 103, No. 21

NOV. 25, 1926



Will It Interest You



- To know the names of the best manufacturers and wholesalers in the lines you are interested?
- To know where you can get the goods you want?
- To know what the latest news of the trade is?
- To know how to increase the efficiency of your department?
- To have a permanent New York mailing address?
- To receive information about any particular line?
- To receive a reminder of coming events and activities?
- To be advised about important changes in the trade?
- To be listed in advance of your coming to the New York market?

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A real vision has conceived this artistic and graceful York Shape. Its popularity is greatly added to by the large number of striking new decorations in which it is offered.

THE EDWIN M. KNOWLES CHINA CO.
EAST LIVERPOOL, OHIO



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

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will bring our rates*



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Dinnerware

Decorated Glass

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Hotel China

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Displays in Pittsburgh hotels and in nearby factory sales rooms will include the offerings of America's leading manufacturers.

The Pittsburgh Exhibit is the greatest event of the year for buyers of Pottery, Glassware, China, Gift Wares, Lamps, Housefurnishings and Novelties. American manufacturers are joined in a cooperative exhibit.

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Pattern and Shape both patented

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AS THE EDITOR SEES IT

Let Us Give Thanks

Another day of Thanksgiving has rolled around—another prosperous year is nearly past. We in the pottery, glass and lamps trade have much for which to be thankful.

The year which is growing to a close, has been a satisfactory one for most of us. Here and there a complaint has been heard but they are pretty few and far between. Competition of course is rather keen in all branches of our trade but then competition helps trade and betters the product of necessity.

Aside from business being good there is a splendid feeling which exists in the pottery and glass trade that is not always found where there is so much competition. Still another thing to be thankful for is the harmony which exists between the pottery and glass employees in their factories and the employers.

All in all we have much to be thankful for as we sit down to our tables and happy families on this great day of Thanksgiving made possible for us by our intrepid producers.

A Copy of a Letter Sent to the Members of Congress

See and proved such interesting reading that we hereby pass it on for the edification of our readers. Here it is: "Pedagogues are clamoring for a new cabinet office under to be known as 'Secretary of Education.'

The following under the caption: "A Copy of a Letter Sent to the Members of Congress," was received through the mails by the Editor, this week. It was signed by Alonzo

"There is not the slightest reason for such an office. If the pedagogues could have all the money spent in the various way for which they are scheming, there would be but little left for anything else. They are shameless in their disregard of the burden borne by the oppressed taxpayers.

"If we had a Secretary of Education he would be supplied with an army of lackeys to be added to the vast number of office holders who are now sapping the life of the nation.

"A speaker called attention to the fact that all the known gold in the world would barely pay the cost of government in our country for a single year.

"He also showed that before the Civil War there was but one person on the pay-roll of the taxpayers to every thousand engaged in business or industry; that at the time of Cleveland's administration there was one to every hundred so engaged; while now our country is afflicted by having a person on the pay-roll of the taxpayers to every fifteen engaged in business or industry.

"It used to be said that every man in Germany went to work with a soldier on his back. If we keep on adding to the office-holding class it will not be long before every man in this country will go to work bearing on his back the burden of an office-holder.

"All over our land should go up an earnest cry of the beleaguered taxpayers, beseeching the legislators not only not to add to their burden by creating new offices, but to bring the sadly needed relief by reducing the number of persons on the pay-roll of the taxpayers to one-quarter, if not to one-tenth of what it is now."



CAUGHT IN THE NEWS NET



I. SILVERBERG, the popular factory representative, is receiving the congratulations of his many friends in the trade. Wednesday of this week marked the thirty-ninth anniversary of his wedding.

Martin Zolle, traveling representative for E. Torlotting, Inc., arrived back at headquarters last Friday from a trip that has kept him on the road for the past month. This was his initial trip for the concern.

H. R. Topping, sales manager for the Morton Pottery Co., Morton, Ill., was a visitor in the New York market for several days last week. Mr. Topping called on the trade while here and was accompanied on his visits by Kenneth P. Lockett who is representative for the factory in the local market. He left for home last Saturday.

P. G. Vandevld, president of the Haviland China Co., who arrived here from France the early part of this month, plans to sail for home next Wednesday. While here Mr. Vandevld made his headquarters at the New York office of his company.

H. E. Hoertkorn, of the Graham & Zenger traveling staff, returned to New York last Saturday. After a few days in the city he left for another road trip.

Fred C. Reimer, head of the Fred C. Reimer Co., Inc., returned home Wednesday of this week from a trip that took him as far as the coast. Mr. Reimer has been away since the middle part of September.

Ernst Heinrich, head of Heinrich & Co., Selb, Bavaria, who has been in this country for the past three months consulting with his American agents, Heinrich & Winterling, sailed for home last Thursday aboard the steamer *Cleveland*.

Herman Henjes, the well-known traveler for Theo. Haviland & Co., returned to New York last Thursday after making Southern and Coast territory. He reported very satisfactory business. Others of the Haviland staff to return the same day were Walter E. Knowles and Frank Henjes, who called on the trade through the middle west.

Hugh C. Edmiston, Jr., traveling in the interest of the Hugh C. Edmiston lines, returned home last Friday after several weeks on the road.

The announcement was made this week of the marriage of Harry C. Smallwood the popular salesman with Bros. Co.'s New York office and son of the well known china salesman, Thomas Smallwood. The bride was Miss Josephine M. Bacon of Brooklyn. The wedding occurred last Saturday at the bride's home.

Late Ed. Butler's Heirs Wanted

The whereabouts of the family of the late Ed. Butler, formerly well-known to the pottery and glass trade, are wanted. Information concerning same will be of benefit to his heirs. Please communicate with: Editor, CROCKERY AND GLASS JOURNAL, 45 East 17th St., New York City.

Morris Kahn Retires; 47 Years a Buyer

Under the yellow gaslight, one Saturday night in 1880, Morris Kahn, then 15 years old, walked into Bloomingdale Brothers, New York, and asked for a job. He got it for \$4 per, and has stayed there for forty-seven years. Now he is retiring, independently wealthy.

In Bloomingdale's restaurant recently, fifty executives gave him a farewell dinner. Samuel J. Bloomingdale, president of the firm, in presenting Mr. Kahn with a watch said:

"You are one of the builders of Bloomingdale's business. A buyer at 22—a rare thing in the retail firm—Off to Europe at 25 to buy merchandise—one of the firm's representatives of a New York store to cross the Atlantic."

"Your career proves the age old truth that the right man needs only the opportunity and he will do the job, and illustrates the possibilities that lie in the retail firm for young men who know how or are determined to know how."

International Art and Gift Exhibit at Benjamin Franklin Hotel

What promises to be one of the largest and most complete showings of gift merchandise displayed and housed under one roof, is that of the International Art and Gift Exhibit which will open February 28 and continue through March 5, 1927, at the Benjamin Franklin Hotel, Philadelphia. The third to seventh floors inclusive have been reserved for this show, which assures prospective exhibitors of a splendid selection of showrooms to choose from at prices which are exceedingly reasonable. Everything possible for the comfort and assistance of exhibitors is being done and a spirit of hospitality and cooperation

ing put into this exhibit that is bound to raise the sales
ale of the whole industry in both buyers and sellers
well. Preceding the show a most intensive advertising
and publicity campaign is being carried out that will reach
practically all the important buyers, importers and manu-
facturers throughout the country. In addition to this per-
sonal invitations will be extended to fifteen thousand buy-
ers. A diversity of displays is indicated that will surpass
anything heretofore exhibited. China, glassware, pottery,
ships, ship models, favors, in fact, every possible item
that has come into the thought of in the gift line will be well represented.
The night of March 3, 1927, has been set aside for the
banquet. A large attendance of this is assured due to
the excellence of the menu to be offered if for no other
reason. Reservations for rooms will close shortly to al-
low the management as much time for concentration on
service arrangements for those displaying as possible.

Pitcairn Heads Trades United Hospital Drive

A letter of appeal that should receive the hearty coop-
eration and support of the china and glassware trades, has
been sent out through the medium of the China Auxiliary
of the United Hospital Fund of New York, of which
Wm. S. Pitcairn, head of the corporation bearing his
name is Chairman.

This splendid work which is made possible to a great
degree by contributions of the various business trades and
professional auxiliaries, has during the past year been in-
strumental in distributing \$649,475.92 to fifty-six hos-
pitals for the care of the sick poor. Of this amount \$2,-
500 was donated by the China and Glassware Auxiliary.
This year it is hoped to raise a million dollars and the
quota allotted to the trade is \$5,000.

The appeal is being sent out to assist in securing the
full quota. This is a most worthy charity and we feel
certain that this year the trade will top the allotment set
for them.

It is quite impossible, of course, for Mr. Pitcairn to see
each one in the trade personally and he has to depend to
a great degree upon the letters to do the work of solicita-
tion.

Thus far responses have not measured up to Mr. Pit-
cairn's expectations and he wishes to urge through the
CROCKERY AND GLASS JOURNAL the necessity for giving
this matter early attention.

Checks should be forwarded to Wm. S. Pitcairn, 104
Fifth Ave.

Association Officers Nominated

Candidates to fill the office of president, vice-president,
secretary, treasurer, directors and territorial vice-presi-
dents of the Pottery, Glass & Brass Salesmen's Associa-
tion for the ensuing year were nominated at a special
meeting of the Association held at the Crockery Board of
Trade rooms last Friday, November 19. The present
vice-president, Julius Rosenfeld, head of the importing
house of Lazarus & Rosenfeld, was nominated to fill the
place of the retiring president, John J. Hines, who has so
ably headed the organization for the past two years.

Thomas Smallwood, well-known salesman for Haviland
& Abbot and always a devoted worker in the cause of the
association is the nominee for vice-president, while L. S.
Owen and Wm. H. De Mars the present secretary and
treasurer, respectively, were again nominated for these
offices which they have filled so efficiently in the past.

Directors nominated to serve three years to take the
places of Langley Hawthorn, Walter S. Browning and
Wm. H. Schreiber, whose terms expire and one director
to fill the unexpired term of two years of Thos. Small-
wood, nominated for vice-president were, Wm. H.
Schrieber, with Morimura Bros.; Walter S. Browning,
buyer for Gimbel Bros.; Harry S. Clarke, with B. Tomby
& Co.; John J. Hines, of John J. Hines, Inc.; Donald
M. Miller, of Maddock & Miller; F. Calvin Demarest, of
the CROCKERY AND GLASS JOURNAL; Edw. A. Unger,
manufacturers' agent representing the East Liverpool
Potteries Co., and Howard Houston, buyer for Abraham
& Straus, Brooklyn.

For Territorial vice-presidents, San Francisco: Moey
K. Lindner, with the Dohrmann Commercial Co., Boston;
Robert W. Corey, manufacturers' agent, Philadelphia;
Thos. B. Cannon, buyer for the J. E. Caldwell Co., Mont-
real; Robert A. May, manufacturer, East Liverpool;
J. W. Mackey, sales manager for the Smith Phillips China
Co., Chicago; E. M. Meder, manufacturers' agent, Balti-
more; A. D. Seaman, of John A. Dobbs & Co., manufac-
turers' agents, Toronto; Wm. Junor, wholesaler, Cleve-
land; Thos. H. Stackpole, buyer for the May Co., Port-
land, Oregon; Albert Jasman, buyer for Meier & Frank,
Pittsburgh; Chas. L. Reizenstein, of C. Reizenstein's
Sons, Carrollton, O.; Chas. A. Weidemann, salesman for
the Carrollton Pottery Co., Niagara Falls, N. Y.; Robert
H. Yarwood, buyer for Bier Bros. For territorial vice-
president at large, Harry Muirheid.

The annual meeting for the election of officers will be
held at the Crockery Board of Trade rooms at 10 o'clock
on the morning of December 21.

Changes at Crescent China Co.'s Factory

S. I. Morley sales manager for the Crescent China Co.,
Alliance, O., resigned his position with the factory effec-
tive November 18. He has been with the concern since
1922. Allen Surles formerly connected with the Hope-
well China Corp., Hopewell, Va., the D. E. McNichol
Pottery Co., Clarksburg, W. Va., the Genesee Pottery
Co., Chittenango, N. Y., and the Homer Laughlin China
Co., East Liverpool, O., is a new addition to the sales
staff of the factory. Charles F. Baker and George Stan-
ford will continue as office and factory managers respec-
tively.

Libbey to Exhibit at Pittsburgh Show

At a meeting recently held at the New York office of
the Libbey Glass Mfg. Co., in the Fifth Avenue Building,
it was decided that this company would exhibit at the
Pittsburgh Show in January. Space on the seventh floor
of the Wm. Penn Hotel consisting of two rooms have
been engaged where the new 1927 lines and color treat-
ments of this factory will be displayed.



WHAT THE POTTERIES ARE DOING



Dinnerware Manufacturers Arranging Lines

ALL dinnerware manufacturers in the local and outlying districts at this time are actively engaged in arranging their new 1927 lines of shapes and treatments, and these will be placed in the factory sample rooms early in December. All told, it is quite likely that over 100 new dinnerware treatments will be shown by the factories in this district, to say nothing of the treatments that are to be featured by the potteries in the outlying territory.

At least two new shapes will be shown by local manufacturers for 1927 delivery. Both will be shown in an ivory body. All resident sample rooms of the factories proposing new shapes will have a full line of samples on display about the first week in January.

While a number of new border treatments will be featured on the 1927 dinnerware line, numerous spray and medallion patterns will also be included. The first samples showing these new treatments have been run through the kilns, and only occasionally are they being shown to buyers who have been visiting the district of late.

Delivery of the new patterns will not be possible until late in January or February. The majority of the new lines will be shown in open stock, although a number of manufacturers have added many new exclusive treatments to their lines.

The fact that only a couple of new shapes will be featured for 1927 delivery is accounted for by the fact that over 20 new shapes were placed on the market by the different manufacturers last January. All of these have had a ready sale throughout the year, and of course they will be continued for an indefinite period. However, these year-old shapes are to be had in new decorations for the forthcoming season.

Smith-Phillips Building New Kilns

In order that greater service can be given the trade, the Smith, Phillips China Co., has begun the erection of two additional decorating kilns. With these in operation, the firm will have a battery of ten decorating kilns. "We have had all the factory capacity necessary so far as production is concerned," announced William Mackey in charge of sales for this factory. "With the new decorating kilns in operation we will be in much better shape to speed up shipments of decorated ware."

Daniel Olson of Macy's Visits Potteries

Daniel Olson of the dinnerware department of the Macy Store, New York City, and Mr. Roderick, with the same department of the LaSalle & Koch Co., Toledo,

Ohio, were in the district late last week. The two were here for the purpose of looking over the market, and at the same time placed business for January and February delivery.

Making Price of Eight Items Announced

Eight agreements having to do with the making price of as many different items in dinnerware plants were announced at the conclusion of the last meeting of the Western Standing Committee, composed of representatives of the manufacturers and employes. These changes had to do with the discussions brought forward from six different potteries.

Edwin M. Knowles Co. Rearranging Sample Room

The Edwin M. Knowles China Co., will have a complete rearrangement of its large sample room perfect before the January buying season opens. It is proposed to feature the 1927 patterns most prominently, and they will occupy tables in the centre of the display room. A number of new treatments will be featured for next season on the bridge and other special sets which were brought out early this year.

Some Plants Have Five and Half Day Week

While the majority of the dinnerware plants in the local district are working four and five days per week, a few are following a five and one-half day week. A number of plants in neighboring districts are also working five days per week. It is not likely that any of these working schedules will be increased during the balance of the year.

It has been intimated that the Christmas holiday suspension in some plants will extend from a week to ten days, while other shops will be idle only a few days.

A fair amount of business is being received by the manufacturers for January and February delivery, but the buyers are following the conservative policy to a greater or less degree. Little if any March business has been placed, and it is not likely specifications for such merchandise will be filed until late in December and early January.

In a few instances some local decorating departments have been working at night. Demand for decorated ware is considered normal for the current season of the year, although the admission is made that a greater volume could be handled.

Name Changed to Johnson-Porter Clay Co.

Announcement has been received here that the name of the Johnson-Porter Clay Co. has been changed to the

Handle-Porter Clay Co., with general offices at Paris, Tenn. The former concern had its offices at McKenzie, Tenn.

The twenty-fifth anniversary of the founding of the Bureau of Standards, of the Department of Commerce, Washington, D. C., will occur next Saturday. This Federal organization has been of untold value to the ceramic industry of the country, and especially to the dinnerware section.

The anniversary event will be observed by the Bureau keeping open house that day, and also arranging a banquet. It is very likely that a number of laboratory men from dinnerware plants will attend this event. For many years A. V. Bleining, ceramic technologist for the former Laughlin China Co., was associated with the Ceramic Division of the Bureau of Standards, having been located at both Washington and Pittsburgh. Dinnerware manufacturers are free to admit that they owe much to the efforts of the Bureau of Standards and what it has done for the industry as a whole.

Of late years, however, the Bureau has proven of value to large distributors who have taken up with the Bureau the standardization of items in the hotel list and also certain items in glassware.

During the open house period, an opportunity will be given all guests to inspect the vast experimental facilities of the Bureau of Standards.

T. & K. Co. to Add Many New Patterns

Many new patterns are to be added to the Knowles, Taylor & Knowles Co., dinnerware lines for 1927, it was announced this week by John B. McDonald, manager of sales. These patterns will be shown on both their white and ivory dinnerware. The majority of the new patterns have been selected, and several additional treatments are now under consideration.

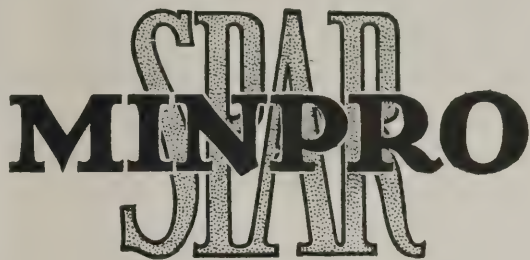
Hearn's Drops Bonus

James A. Hearn & Son is the second New York store to announce a change in method of compensating employees. Bloomingdale recently abandoned the commission bonus form of payment.

The system at the Hearn store was known as the co-operative sharing plan. Every employee of the store shared in the profits figured on a quota basis.

In announcing the change of system the store stated: "Co-operative sharing ends October 30. Increase in weekly salary is given in its place beginning November 1 to all employees on the payroll prior to July 25, 1926."

In the past employees of Hearn's received a salary plus commission on all sales over a definite quota. Under the new plan an increased weekly salary will be paid with a small percentage of commission on all sales. The plan applies to all departments except those which operate entirely on commission.



The Foundation of Business is Confidence— *U. S. Chamber of Commerce, "Principles of Business Conduct."*

BUSINESS has its code by which the worth of the individual firm is gauged. The vast army of consumers sits in judgment.

In Minpro Spar users are assured of dependably excellent quality and a whole-hearted subscription to recognized principles of fair dealing. R & H has gained a favorable verdict—the reputation of giving satisfaction.

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Kansas City

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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Predict Group Buying Will Fall Off

FLINT glass manufacturers are of the opinion that group buying next January will not show the activity that was noticeable during the last market season. While some effort was put forward early this year in this connection, some department managers then announced that lines that would go well in one territory would be frowned upon in another, and also that the local viewpoint should be given first consideration.

There has been a decided growth in syndicate buying during the last year. New syndicates have been formed, and additional connections have been formed with other groups. Therefore the syndicate proposition next January is expected to be more pronounced than in previous years.

In the matter of staples, group buying may have its place in the glass trade, it has been explained, but when the matter of blown and stemware and specialties is taken into consideration, an entirely different view must be taken of the situation.

Group buying is declared to have been approved in the buying of certain lines of merchandise, but in the matter of glassware and dinnerware its success remains to be proven out. Many buyers of glassware associated with group and syndicate stores have already indicated that mass buying of glassware in the general sense of the word will not prove satisfactory in their departments, and the manufacturers are holding the same view. "Group buying of tumblers in quantities may be all right, but for specialties, never," suggested one manufacturer this week.

Retail and Jobbing Business Increases

Both retail and jobbing interests in the Pittsburgh district are pleased with the increased activity in business, such as has developed during the last few weeks. The steel and coal industries have been steady, with the output of coal increasing. Small dealers in the coal districts are doing a far better business than even a month ago, while in the immediate territory there has been quite a lot of holiday merchandise moved.

There has been a decided advance in the price of coal and wages of miners in the nonunion territories have been shoved up from 10 to 30 per cent, it is reported by those in authority. This fact alone gives this trade a larger buying power.

In the glass and china departments of local department stores, there has been a steady and upward movement

in staples, while inquiries for holiday goods is becoming more pronounced as the season advances. In some of these departments additional sales help has been employed and this in itself indicates that heavier trade is to be expected for.

Bonita to Add to Plant

The Bonita Art Glass Co., Huntington, W. Va., has announced its intention to immediately add to its plant. Work on additions will begin at an early date. During the summer period this interest made known its intention to increase its capacity, but the early plans have been abandoned and it is now proposed to spend about \$100,000 in factory extensions.

As this company does an exclusive decorating business its expansion program means that its lines are to be extended, and that a wider distributing territory will be sought. This plant was removed to Huntington, its plant at Wheeling, W. Va., was destroyed by fire. The company now plans to maintain a large exhibit during the January buying season.

Glass Payroll Totals Millions in Year

It was announced at Pittsburgh this week that the annual payroll distributed annually by the glass and pottery interests in the Wheeling, W. Va., total millions. Hazel-Atlas Glass Co., with approximately 500 employees in the Wheeling district are paid approximately \$1,000,000 annually, while the Central Glass Works, 400 employees pays out in wages about \$600,000 every year. At the plant of the Warwick China Co., where about 100 men and women are employed, the annual payroll is about \$300,000. In addition to this large wage outlay glass factories at Moundsville, Paden City, and New Martinsville, W. Va., and at Bellaire, O., which are in the Wheeling district should also be taken into consideration as large wage distributors.

Acme Glass to Double Capacity

The plant of the Acme Glass Co., Olean, N. Y., has had its capacity doubled. The company is headed by Samuel Kostin of New York City, and has been in the production of containers since it came under the present management. It is proposed to double the present output of this factory, which means the erection of additional buildings and the purchase of additional factory equipment.

Weston, W. Va., to Have Decorating Plant
Construction of a new glass decorating plant at Weston, W. Va., adjoining the new factory of the Louie Glass Co., was begun this week. Plans for the factory were drawn at Clarksburg, W. Va., and work on foundations is now under way. The buildings will be used for the production of cut and decorated glassware, and the blanks will be obtained from the Louie Glass Co.'s factory. About \$50,000 is to be spent upon construction work and plant equipment. Whether advance samples of this new plant will be featured during the January sales period here will be definitely determined by the company within the next few weeks. C. A. Borchert & Co. is the name under which the factory will be operated.

Toledo Glass Co. Readjusts Stock
Stockholders of the Toledo (O.) Glass Co. met a few days ago for the purpose of authorizing a readjustment of stock. The company was organized several years ago, and its capitalization then consisting of 1,500 shares of the value of \$100.

Tygart Glass Co. to Take Over Plant
A deal has been closed whereby the former plant of the Pittsburgh Sheet Glass Co., Washington, Pa., is to be taken over by the Tygart Valley Glass Co., the plant of which was located at Grafton, W. Va. Several companies sought the Tygart Valley business after the Grafton plant was destroyed by fire. After factory readjustments to suit the requirements of the new owners, the Washington plant will be placed in operation. The company is headed by Edward C. Stewart. Over 200 people are to be employed, and it may follow that operations will begin on or about the first of the year.

Production Schedules Being Maintained
Production schedules in all flint glass factories in the Ohio state district are being well maintained. Although the bulk of holiday merchandise has been shipped, some goods are still being packed for the general trade. Goods for January and February requirements are now being specified by some buyers, and this merchandise is being sought for the special sales that will be featured during those two months.

Colored glassware is still in rather active demand, and producers do say that this line will be featured more actively than ever during the January market season. Crystalware is in seasonable demand, and the entire market is firm at prevailing prices.

The Leipzig Trade Fair
The products of Germany's crockery and glassware industries are again filling their old position in world markets. For a generation and more, German products in this field were familiar throughout the United States. During the war, and for some time thereafter, production was lagged for obvious reasons. The industries suffered from lack of capital to keep the machinery of production abreast with the times.



Illustrating our 1803/8 1/4", also 14" Mould Crackle Plate made in Crystal, Green or Amber. A big seller.

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of

**High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use**

Representatives

NEW YORK		PHILADELPHIA	
H. C. Gray Co.,	200 Fifth Avenue	Fred Stott,	1007 Filbert Street
BOSTON		SAN FRANCISCO	
H. P. & H. F. Hunt,	41 Pearl Street	Himmelstern Bros.,	718 Mission Street
<i>Traveling Representatives</i>		LOS ANGELES	
R. B. Reineck,	1422 E. Marquette Road	Himmelstern Bros.,	643 S. Olive St.
CHICAGO		SEATTLE, WASH.	
R. A. Keel,	4439 Greenvew Avenue	Himmelstern Bros.,	Terminal Sales Bldg.
CHICAGO			

The skill of thousands of German workmen in these industries, however, merely lay dormant. The factories and the workmen which once supplied world markets with fine glass and crockery have been brought up-to-date, and their output is larger and more characteristic than ever before. The comparative cheapness of German labor makes it possible for her to compete with the prices of other countries, notably America.

The remarkable strides made by these industries of late in Germany have been demonstrated by the exhibits in the Leipzig Fairs. The official reports show that more than 300 exhibits representing every phase of the crockery and glassware industries were included at the last Fair. American buyers who have returned from Leipzig report that the German industries, as indicated by the exhibits, are in a healthy condition. The skill of the German designers, which was favorably known long before the war, is very much in evidence. It is noticeable that Germany has borrowed American methods of mass production.

The Leipzig Fair according to official reports is regularly attended by about 150,000 buyers from more than forty countries. It is obvious that manufacturers and buyers throughout Europe find the Fair highly profitable, and that American business men will find this a great opportunity to form European connections. The Leipzig Spring Fair will be held from March 6 to 12th, 1927. Information concerning exhibition space and any other details may be obtained from the Leipzig Trade Fair, Inc., 630 Fifth Avenue, New York.

Gimbels Dedicate Philadelphia Store

Governor Nellie Tayloe Ross of Wyoming
Takes Active Part in Impressive Ceremonies
—Career of Founder an Interesting One

A Jewish youth of eighteen years, practically penniless, stepped off a boat in New Orleans just ninety years ago and forthwith cast about him for the job which was to be the starting point in his career in the new world.

His name was Adam Gimbel. He was a sturdy youth, used to hard work and willing to take the first job that presented a means of livelihood. At that time he had not yet decided upon a career, but he realized he needed capital if he was to set himself up a business of his own and he saved his small earnings.

Within a few months he had saved enough to purchase an oilcloth pack and a small store of household necessities—buttons, shoestrings, cotton and linen and lace—and he set off up the Mississippi to peddle his goods. Adam Gimbel had started his career as a merchant.

For seven years he trudged up and down through the villages and farms along the river. He prospered in a small way and at the end of those seven years he had accumulated enough money to purchase a store of his own.

He chose Vincennes, Indiana, as the site for this new store because at that time it was capital of the northwest territory and seemed to be the most promising town in the West. Chicago had been laid out as a town only twelve years before and was relatively unimportant.

Adam Gimbel's first store was really a trading post. He accepted farm produce and furs for his canned goods and cotton, and was not only the proprietor but the entire sales force as well.

It was 84 years ago that that first store was founded. On Monday of this week the sons and grandsons and great grandsons of Adam Gimbel dedicated the largest department store in the world—the New Gimbel Building at Ninth and Chestnut Streets, Philadelphia.

Adam Gimbel did not live to see his little frame emporium in Vincennes expand into the largest dry goods store in the world, but he did live to see it grow into large establishments in Milwaukee and Philadelphia.

He fathered fourteen children—ten sons and four daughters—and then adopted another son to aid in carrying on the project he started. Three of the sons died in infancy. All of the others followed in their father's footsteps and entered the business. Today they have the exclusive control of the store, and acquired one of the largest fortunes in America.

There are now five sons and nine grandsons in the organization. The former are: Isaac, Louis S., Ellis A., Charles and Daniel. The grandsons are Bernard F., Frederick, Adam, Charles, Ellis A. Jr., Lee Adam, Rich-

ard, Benedict Jr., and Oscar Greenwald. The tenth member of the firm is Nathan Hamburger Jr., son of orphan boy Adam Gimbel adopted.

Monday, November 22, the latest addition to the Gimbel group of stores was dedicated to women in an address made by Governor Nellie Tayloe Ross of Wyoming. This new building is at Chestnut and Ninth Streets, when completed and ready for occupancy, will present the largest floor space in the world to be used for a department store. The departments in the old building are moving into the new store as fast as the floors are ready for them.

A far cry this—from a business of \$25 a week in Vincennes, (when crops were good), to a \$150,000,000 annual business, and from a little shack on the frontier to a twelve story building with two subway stores on the busiest corner of a metropolis.

The reception of Governor Nellie Tayloe Ross of Wyoming, at Philadelphia Monday, November 22nd, to dedicate the New Gimbel Store Building at Chestnut and Ninth Streets, proved most successful.

The first woman governor of any state received one of the most impressive and cordial welcomes accorded her by the scores of famous personages who have visited Philadelphia this year.

The Governor's train arrived at the Broad Street Station at noon. Mayor and Mrs. W. Freeland Kendrick greeted the distinguished guest and party upon her arrival at the station. Accompanying the Mayor was Mayor and Mrs. Ellis A. Gimbel, who are to be the Governor's hosts during her visit here, and Mrs. Montrose Graham Tull and the Executive committee of the Philadelphia Federation of Woman's Clubs and Allied Organizations which entertained Governor Ross at Luncheon in the New Gimbel Store Building following the outdoor dedication ceremonies.

The Executive Committee was composed of Mrs. F. B. Blankenburg, Mrs. William Leverett, Mrs. Wesley Leshner Blitho, Mrs. John L. Gregory, Mrs. John Harlan Cross, Mrs. George D. Feidt, Mrs. Harold B. Moitler and Mrs. Benjamin F. Richardson.

Governor Ross paid her official call to the city of Philadelphia by calling on Mayor Kendrick at City Hall Tuesday, November 23rd, which was Wyoming day at Sesqui.

The welcoming party and Governor Ross were accompanied from the Broad Street Station to the New Gimbel Store Building by the Police Motorcycle Corps.

(Continued on next page)

Santa Pays Philadelphia Early Visit

A LONG the principal streets of the city next Thursday will pass a procession that will bring joy to the hearts of the children.

Such mundane things as turkeys, pumpkin pie and cranberry sauce will be forgotten, for what child ever had time to eat when his imagination was being tantalized with such entrancing objects as clowns and camels, to say nothing of a flesh and blood Santa Claus?

According to the calendar it may be somewhat early for Santa Claus to make his appearance. But were the children consulted he would be on hand every day of the year. So to the youngsters of the city there will be nothing untoward in the sight of white fur, riding down Broad Street behind his team of prancing reindeer. His arrival on Thanksgiving Day will only confirm their belief that the world is a glorious place in which all sorts of lovely things are likely to happen all the time.

But Santa Claus, despite his fame, will be only one of the many features that will hold the youngsters popped as they view the second annual Thanksgiving Day parade of Gimbel Brothers. Starting on the Parkway, near the new library, the entrancing procession will make its way to Broad, winding down Broad to Christian, then back to Chestnut, down Chestnut to Ninth, and then to Market and into Gimbel's toyland.

Like the Pied Piper of Hamelin, the parade will twine through the city, with thousands of eager children in its wake. All the dreams and fancies of a child will take shape in the procession.

"Uncle Wip" will lead the parade and will be master of ceremonies in Toyland. In the procession will be twenty bands, with every possible kind of instrument that was ever conceived. There will even be a harmonica band, to say nothing of the music that will find a place in the parade. There will be a monkey cage with positions reversed—the trainer will be inside and the monkey out. Camels will lope along to the strains of jazz. Acrobats will leap from one float to the other and gay, painted clowns will "wise-crack" along the line.

Fourteen fairy tales will come to life on as many floats. Old King Cole, who was such a "merry, old soul," will be seen in all his cheerful ruddiness; the "old woman who lived in a shoe" will be seen in pursuit of some of her many children; the "Sleeping Beauty" and "Little Red Riding Hood" will vie for favor with the children; while "Little Jack Horner" will try to arouse envy in their hearts by eating a "piece of pie."

Noah's Ark will be borne along. Three stories high it will be, with countless windows and at every window an animal will be peering out to wink roguishly at the children. A slinky, silky caterpillar, one block long, will twist its way through the streets, emitting frightful snorts as it tries vainly to catch up with the midget fire department that is chugging on ahead. Indians and cow-

boys will be present in realistic attire. There will be little girls dressed in the costumes of all nations, with little Dutch boys clattering along noisily in their wooden shoes.

And then when the parade is all over, the children will be the guests of "Uncle Wip" in Toyland and have the opportunity of meeting Santa Claus—to say nothing of the animals and clowns and all the other residents of Toyland.

Gimbel's Philadelphia Opening

(Continued from preceding page)

a platoon of mounted police, the Police Band and the Second City Troop, which is Company C of the 103rd Cavalry, National Guard. The Gimbel Color Guard of 180 flags also acted as escort.

The line of march was from the Broad Street Station down Broad to Chestnut Street. Down Chestnut to Ninth Street to the Reviewing stand.

Mayor Kendrick acted as master of ceremonies at the dedicatory services which began outside the store at the corner of Chestnut and Ninth Streets, and were completed inside the great Arcade on Chestnut Street with the unveiling of a bronze tablet executed by Victor Frisch, pupil and protege of the great Rodin, who has taken out his first citizenship papers and lives in New York City.

The Governor unveiled the tablet and said a few words, but her dedicatory speech was made later at the luncheon.

The ceremonies outside consisted of a presentation of flowers to Governor Ross by little Roger Gimbel, son of Richard, and the presentation of a jewel by Benedict Gimbel 3rd, son of Benedict Jr. The Governor reviewed the troops and then descended the stairs of the reviewing stand to chisel the date of the dedication in the cornerstone. Bruce Gimbel, son of Bernard F. Gimbel of New York City, the oldest member of the fourth generation of the American branch of the Gimbel family, assisted the Governor.

A flag presentation followed. Governor Ross presented to the Gimbel Color Guard a Wyoming State flag and Mayor Kendrick presented a City flag. Mr. Charles Gimbel will receive the flags.

Form "American Dept. Stores Corp."

The American Department Stores Corporation filed a charter here recently with the State Department. The company is to be capitalized at \$26,500,000 with 10,000 preferred shares of \$100 par value amounting to \$1,000,000; 30,000 shares of second preferred, \$100 par value, or \$3,000,000 and 225 shares of no par common stock.

Papers were filed by the Corporation Trust Company of America and incorporators given as A. L. Miller, Alfred Davis and T. L. Croteau, of Wilmington, Del.

Color No Trade-mark, Commissioner Rules

Mere color, or the use of it on an article of merchandise in a given fashion for purposes of identifying the article as the product of its manufacturer, does not and cannot constitute a trade-mark, in the view of the Commissioner of Patents, who recently handed down a decision adverse to the claims of the A. & J. Manufacturing Company in its contest with the Turner & Seymour Manufacturing Company over the right to color the handles of teapots, egg-beaters and other kitchenware blue.

The full text of the Commissioner's decision follows:

This is an appeal by the applicant, the Turner & Seymour Manufacturing Company, from the decision of the acting examiner of trade-marks granting the motion of registrant, the A. & J. Manufacturing Company, to dissolve the above-entitled interference.

The registrant moved to dissolve the interference on the grounds:

1. That no interference in law or fact exists between the trade-mark of the A. & J. Manufacturing Company, No. 202467, registered August 25, 1925, which consists in coloring blue the free ends or tips of handles of tools and utensils, and particularly egg-beaters and can-openers, and the purported trade-mark of the Turner & Seymour Manufacturing Company, covered by application for registration, Serial No. 218585, published January 12, 1926, said to consist in coloring blue the grip portions or handles of egg-beaters and can-openers—kitchen utensils. The said registered trade-mark of the A. & J. Company is for kitchen and household tools and utensils, to wit: Cake-turners, spatulas, potato-mashers, knives, ice-picks, kitchen forks, apple-corers can-openers, kitchen trowels, egg-beaters and various types of kitchen spoons and ladles, including strainer spoons, batter spoons, basting spoons, stirring spoons and plain and strainer ladles. The purported trade-mark of the Turner & Seymour Company consists in painting blue the whole of the handles of egg-beaters and can-openers.

2. That the purported trade-mark of the Turner & Seymour Company, consisting in painting blue the whole of the handles of egg-beaters and can-openers is not, in fact, a trade-mark. Registration thereof should not be accorded. The Turner & Seymour Company obviously is attempting to appropriate as a trade-mark mere color which is common for a large number of kitchen utensils. It is not lawful to appropriate mere color as a trade-mark.

The acting examiner of trade-marks dissolved the interference on the ground that the marks are not confusingly similar.

As to the second ground of the motion, viz, that the purported trade-mark of the Turner & Seymour Company, consisting in painting blue the whole of the handles of egg-beaters and can-openers, is not, in fact, a trade-mark, the acting examiner expressed a doubt as to the registrability of said mark, but did not decide the question, stating that since, in his opinion, no confusion would follow the concurrent use of the two marks, it became un-

necessary in this proceeding to decide the second ground of the motion.

Whether the two marks are substantially identical or nearly resemble each other as to be likely to cause confusion or mistake in the mind of the public can be ascertained only by a comparison of the essential characteristics or dominant features of each with those of the other.

The registrant's mark, as specifically disclosed in his registration No. 202467 consists in coloring blue the free ends of handles for kitchen and household tools or utensils, the major portion of said handles being colored white. It is the contrast between the two colors that constitutes the distinctive characteristic of the registrant's mark. It is stated in the registration that no claim is made to the representation of a handle per se.

The applicant for registration originally stated that his trade-mark "consists in coloring the handle of the egg-beater kitchen blue, the frame supporting the handle being nickel, no claim being made to the representation of the egg-beater apart from the trade-mark as shown." This description has been amended to state that the trade-mark consists in coloring the grip portions of the handle kitchen blue.

In the applicant's mark the handle is not provided with contrasting colors to catch the eye or attract the attention of the purchasing members of the public.

In view of the above, it must be held that the two marks are not identical; also that they do not so nearly resemble each other as to be likely to cause confusion or mistake in the public mind.

The second ground of the motion is material to the question at issue, and should be decided. If the applicant's mark is not registrable, the interference should be dissolved, as the only question presented for decision in an interference proceeding involving a registered mark and an application for registration is the right of the applicant to register his mark.

The applicant's mark, consisting in coloring the grip portions of handles kitchen blue, is not registrable in view of the authorities cited by the registrant in its brief. A handles of household tools and kitchen utensils are necessarily characterized by some color or colors.

Kitchen blue is not more distinctive than any other color that may be selected for the handles of articles of trade. No man should be given a monopoly of color alone as a trade-mark. When it is "impressed in a particular design, as a circle, square, triangle, a cross or a star, it may constitute a valid trade-mark (*A. Leschen & Son Company vs. Broderick & Bascom Rope Company*, 20 U. S. 167). But standing alone or applied to articles of commerce in the usual way, it fails of distinctiveness and is otherwise devoid of the essential attributes of the subject matter of a valid trade-mark.

The decision of the acting examiner of trade-marks dissolving this interference is affirmed.

Retailers Fear Waning Spirit of Christmas

If Christmas business is to continue and if this business is to mean as much to the volume of general trade as in years past, the waning Christmas spirit of the public will have to be bolstered up and kept alive—it will have to be properly nourished and revived.

This was the consensus of opinion of the leading advertising light of the city and the members of the Retail Merchants Association who were gathered at a meeting and luncheon at the Cincinnati Club by Lynn Revenaugh, secretary of the association. Plans for bolstering up the holiday spirit of the public of Cincinnati had been discussed for several months, but nothing concrete had been planned. Mr. Revenaugh called this meeting in order to put the situation squarely before the leaders of the retail business of the city and to point out to them that some thing had to be done to keep Christmas business in Cincinnati and to really outline some plan or plans for urging the public to shop early and to do the major part of their buying before December 15.

The "shop early" campaigns of former years had been more or less overdone, Mr. Revenaugh explained, by the merchants themselves. The results, when the campaigns were first put on several years ago, were very good. Stores, however, killed their own game by cutting prices on regular merchandise that customers had bought earlier in the month while under the influence of the "shop early" campaigns. Of course this could not go on year after year and the public has become wise to the tactics of the merchants and the majority of the buyers therefore wait until a week or so before Christmas for the general reduction of prices that has followed. This "shop early" cry, therefore, is not having the desired effect on the public and business up to December 15 or around that date is usually flat. The "shop early" posters and newspaper publicity will continue this year as formerly, but the merchants will have to awake the Christmas consciousness on the part of the public in other directions and in some different way, Mr. Revenaugh stated.

What other cities have done to build up the holiday spirit and start shopping earlier than usual was touched upon by Mr. Revenaugh in his presentation of the subject. The parade idea of Kansas City, Detroit and Philadelphia, the activity of the newspapers in going to the expense of buying reindeer and fostering parades and handling large floats for the public's observation were pointed out. What Dayton, Springfield and Columbus are to do this year to get the holiday business started early was also explained and the plans of these cities in the vicinity of Cincinnati were given the advertising men and merchants in detail. The parade idea that Mr. Revenaugh and his association had "up their sleeves" for the coming holiday season was mentioned at this meeting and also the reason why it had to be abandoned—due to a city ordinance prohibiting parades during business hours.

The following plans were outlined for the purpose of awakening the Christmas spirit of Cincinnatians and the

buyers of the Cincinnati territory in order to get more business right after Thanksgiving and before December 15.

First. The unveiling of all holiday windows of the Cincinnati stores showing holiday merchandise at a stated time, to be advertised by the stores and given publicity by the newspapers of the city. Special announcements may also be sent to customers of the stores inviting them to see the unveiling of the windows.

Second. Use of special electrical displays for these windows and special holiday effects.

Third. Decorating all buildings—interior and exterior—in a big way.

Fourth. Flooding the main streets of the city with high-powered lights, so that the downtown section at least will be the "bright white way" during the holiday season.

Fifth. Obtain well-known church choirs or the choirs of well-known organizations to render Christmas carols and holiday songs at certain times during the month of December, with amplifiers to carry the music to the waiting crowds.

Sixth. Decoration of Fountain Square in such a way that the public will constantly be reminded of the Christmas holidays. This display could be permanent during the month of December.

That an offer by the Retail Merchants Association of a first prize of \$500 for display of holiday merchandise would stimulate interest was suggested by Mr. Revenaugh. Smaller prizes would also be given in order to add zest to the competition. The theatres and the hotels have also promised their aid in a material way on the decorations for Fountain Square and the downtown streets.

After Mr. Revenaugh's talk a thorough discussion took place. All the advertising men and merchants thoroughly approved of the entire plan and the date for starting activities and unveiling of windows was set for November 29, immediately after the Thanksgiving holiday. Harry Blaney, advertising manager of Rollman & Sons Company, made a plea for the merchants to co-operate in every way to put over the holiday spirit idea in Cincinnati.

"There has been a let-down in holiday business and in holiday spirit due to the retailers nearly throttling each other for this business," stated Mr. Blaney. "It is now time for the merchants really to get together and do something to build up this sinking holiday spirit of the public. It will live or die according to our actions. The right kind of promotion will build this spirit anew," said Mr. Blaney in part.

HOW LONG HAVE YOU BEEN IN THE TRADE?

The CROCKERY AND GLASS JOURNAL will pay \$5.00 for the photograph and brief history of the career of the oldest man connected with the Crockery, Glass and Lamps trade. Write your reply on one side of paper and enclose good clear photograph or snapshot. Contest closes December 1st.

Memories are treasured things

"FORGET-ME-NOT"
DECORATION.

ON
LIGHT GREEN
SATIN FINISHED
GLASS

*Plate 284
shows the line
in colors*



NO. 330-5 IN.
LOW-FOOT BON BON

and any one of the numbers in this assortment will be cherished by the buyer or the one who receives it as a gift.

A Real Gift Shop Line

Candy Jars and Bon Bons; Smoking and Dresser Sets; Candleholders, Vases and Baskets; are some of the numbers in this attractive decoration—sold in assortments and singly.

United States Glass Company
PITTSBURGH, PA.

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price \$2.00 Per Copy

Convenient Pocket Size.

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Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

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Joseph Tomkinson,	Marsh & Kidd,	Harry T. Thomas & Co.,
1104 Arch St.	617 Mission St.	29 S. Hanover St.
Factory Representative		
E. B. Hill,	5453 Kenmore Ave.	Telephone Ardmore 0897
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The Duncan & Miller Glass Co.
Washington, Pa.

Big Business Leaders Aiding Arbitration

THE American Arbitration Association announces the enlistment of two thousand business leaders to the ranks of its active workers. They represent every branch of industry and commercial enterprise in the United States. Immediate and inexpensive settlement of trade disputes is assured in every business community in the country through the increased facilities of the Association. It is prepared to furnish arbitrators, rules of procedure and prompt decisions anywhere in America. This announcement was made at the annual meeting and election of officers of the Association held here today.

The list of officers and directors chosen reflects the nation-wide character of the organization. Anson W. Burchard, vice-chairman of the Board of the General Electric Company, was elected president. The other officers are: Vice-Presidents, Andrew Adie, Boston; Samuel Rea, Philadelphia; Franklin Simon, New York; William Sproule, San Francisco; Harold E. Emmons, Detroit; Julius Rosenwald, Chicago; Robert Goodwyn Rhett, Charleston; Frances Kellor, New York; Chairman of the Board, Lucius R. Eastman; Vice-Chairman of the Board, Felix M. Warburg; Treasurer, Samuel McRoberts; Secretary of the Board, James H. Post.

The 80 members of the Board of Directors are representative of every geographical section of the United States and of every branch of business activity in the country. They are: Andrew Adie, Helen Astor, Jules S. Bache, W. J. L. Banhan, Charles L. Bernheimer, Willis Booth, Archibald Bowman, Frederick Brown, James Brown, Anson W. Burchard, Henry Ives Cobb, C. Frank Crawford, Lincoln Cromwell, Richard C. Curtis, Elizabeth Cutting, J. Winter Davis, Kenneth Dayton, William DeBost, Gano Dunn, Lucius R. Eastman, Frederick Ecker, Charles G. Edwards, Harold E. Emmons, Ben Edman, John H. Fahey, A. Lincoln Filene, John R. Fowle, Michael Friedsam, James W. Gerárd, Julian Goldman, Moses H. Grossman, Charles L. Guy, Charles T. Gynne, Will H. Hays, August Heckscher, Charles E. Hittman, Charles Evans Hughes, Edward N. Hurley, Hermann Irion, Huger W. Jervy, William B. Joyce, Frances Kellor, Frederic Kernochan, William E. Knox, Alvin Krech, Henry Goddard Leach, Samuel McRoberts, E. J. Mehren, John L. Merrill, Arthur A. Mayer, Robert Montgomery, John B. Niven, James A. O'Gorman, Homer S. Pace, Thomas B. Paton, Ramsey Peugnet, H. Robert Porter, James H. Post, Roscoe Pound, David H. McAlpin Pyle, Samuel Rea, William C. Redfield, Robert Goodwyn Rhett, Charles T. Root, Julius Rosenwald, John E. Rousmaniere, David A. Schulte, Charles M. Swab, Charles B. Seger, Finley J. Shepard, Franklin Spoon, Frank H. Sommer, William Sproule, Alfred P. Tom, Arthur S. Tompkins, Paul M. Warbourg, William Wilcox, Benjamin Winter, B. H. Wunder and Owen Young.

In accepting the presidency Mr. Burchard said: "This body has spent the better part of a year bringing

together a body of two thousand men to carry forward this work. We have carried on a nation-wide and a world-wide inquiry into the best way to make the United States the leader in commercial peace and the exponent of goodwill in trade relations.

"We have the men, we have the plans, we have the organization, and we invite every trade organization leader and every producer, every wholesaler, retailer and carrier from the Atlantic to the Pacific, and from the Southern to the Northern borders to unite with us in building this structure of arbitration in American domestic trade and in foreign trade and thus put a solid foundation under world peace."

The comprehensive plans of the Association are made possible through 243 trade organizations, chambers of commerce, boards of trade and other commercial bodies which have affiliated with the Association. These include American Association of Woolen and Worsted Manufacturers, American Bottlers of Carbonated Beverages, American Construction Council; American Cotton Waste Exchange; American Exporters and Importers Association; American Fruit and Vegetable Shippers Association; American Paper and Pulp Association; American Spice Trade Association, Associated Dress Industries of America, Associated Fur Manufacturers, Automotive Equipment Association, Automotive Manufacturers Association, Cocoa Merchants Association, Common Brick Manufacturers Association of America, Eastern Supply Association, Interstate Cotton Seed Crushers Association, Joint Conference of Standard Construction Contracts, Silk Association of America, American Wholesale Coal Association, National Wholesale Grocers Association, National Jewelers Board of Trade, National Hay Association, Inc., National Petroleum Marketers Association, National Boot and Shoe Manufacturers Association, National Wholesale Lumber Association, United Women's Wear League of America, Wholesale Dress Manufacturers Association, Inc., and hundreds of others.

These organizations have united with the American Arbitration Association in an effective scheme to make the United States a vast domain of commercial peace, an example to the world of unity, harmony and economy in every-day business relations.

Behind this movement fraught with world-wide consequences are the great industrial and financial leaders of the United States. The new head of the Association, Anson W. Burchard is one of the great leaders in the electrical organization of the age. The electrical industry touches upon almost every other industry and is rapidly extending its influence throughout the world. Electricity is, perhaps, the greatest force yet harnessed by man. The men controlling its development are behind commercial arbitration; are promoting it on economic grounds.

Mr. Rea, formerly head of the Pennsylvania Railroad Co., and William Sproule, President of the Southern

(Continued on page 25)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Santa Puts in First Appearance of Season

"Santa" put in his first appearance of the year in most of Chicago's toy departments last Saturday. This is usually the signal for the beginning of the annual holiday rush. State Street stores were crowded as they have not been for several months, and shoppers not only flooded the toy departments, but naturally scatter through all departments of the stores. Buyers of china, glass, lamps and art goods are expecting a record breaking Holiday buying season during the coming thirty days. For several years past Chicago shoppers have consistently increased the total of their Holiday purchases and there is nothing to indicate that the increase will not continue at least this year.

According to H. F. Rawil, president of the Christmas Savings Club, to which most of the banks are supporting members, the depositors of the country will draw \$398,268,000 from 7,700 banks during the next two weeks.

There are a total of 7,800,000 people in the country who have taken up this method of saving for their Christmas buying. All of this money, or almost all of it will be poured into the pockets of the retailers between this time and Christmas. As the average distribution will be \$50 per person there is little likelihood that the money will be used for investments instead of buying of gifts.

That the retailers are in fairly good shape for the coming rush of buying is seen in the weekly report of Marshall Field & Co. for last week, when it stated that the wholesale distribution of merchandise was below the total of last year for the corresponding week and also slightly less than the previous week.

Henkel & Best Co., lighting fixture and lamp manufacturing and designing company of Chicago have received the contract assigning them to equip New York's latest and largest theatre, The Paramount, designing and installing all of the lighting fixtures. The Famous Players-Lasky Corporation is the owner of the new project in New York City.

The Broderick Furniture Co., 16th and Third Avenue, Moline, Ill., was incorporated recently with a capital stock of \$10,000. The owners are M. H. Rosenthal, W. Broderick, and H. W. Barsel.

Ralph B. Kraetsch, secretary-treasurer of W. C. Owen Inc., 17 N. Wabash Ave., Chicago, Ill., returned from business trip east this week. He reports having made arrangements for a number of new lines for his organization to represent in Chicago during the coming year commencing January, 1927. W. C. Owen, Inc., has recently added to their extensive showing of Catalonian Glassware in reproduction of old Spanish models of vases, pitcher plates and other items. Buyers who have seen this line predict a great demand for it will be made throughout the country as it is entirely new and appealing of character ranging in price from \$4 to \$30 per dozen.

Spiegels new Uptown Furniture Store which was opened to the public on Nov. 6 has attracted much attention as a neighborhood furniture house. An ideal location was used for this store, being in the heart of a thick populated district and in one of Chicago's busy outlying business sections. Lamps will be featured in a separate section and will also be scattered through the furniture

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**Go To Stetson's First
For Volume In Value**

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1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

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DISPLAY ROOMS

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Glassware, Pressed and Blown
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SEBRING, OHIO

CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART

Phone: Superior 4100 Room 920

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.

30 E. Randolph Street

Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

displays to enhance the beauty of the merchandise shown. Houseware and dinnerware are also carried in a limited

Martin Simpson of Lewis H. Simpson & Co. reports continuation of the popularity for rose colored glassware in stemware and salad sets, as well as boudoir articles, which came to the fore early last Spring when the delicate and delicate color was introduced through one of the firms represented in Chicago by the Simpson organization.

The Davis Co., operators of the large popular priced Glass Store, have concentrated their entire houseware department in their New Wabash Avenue Annex, which is connected with the main state street store by a covered passage. In this section are to be found Washing Ma-

chines, Ranges, Kitchen Cabinets, Refrigerators, Electrical Household Appliances, Paints and Hardware.

A. L. Kreismint, salesman, who has been with George Turner, factory representative in his Chicago display rooms, 17 N. Wabash Ave., has become associated with Heinrich & Winterling, Inc., importers, located at 49 W. 23rd Street, New York City. For the time being Mr. Kreismint will be in the New York display of this company.

George Turner, factory representative with display at 17 N. Wabash Ave., Chicago, returned last week from his last road trip of the year. Mr. Turner found the trade active in Cleveland and other points east of Chicago where he called on the trade.

Metropolitan Issues Booklet

The functions of the industrial traffic manager, the information he requires, his value to a company, and his place in an organization are all discussed in the fourth "Business Organization" leaflet issued by the Policyholders' Service Bureau of the Metropolitan Life Insurance Company. In the first part of this leaflet appears an organization chart of a typical centralized type of traffic organization and a description is allotted to the duties of the traffic manager, his assistant, chief clerk and all of the other persons under the traffic manager. The second part of "The Industrial Traffic Manager" is devoted to information for this executive, including information from within the company and from without. The third part of the report is given over to the value of the traffic manager and the fourth part, to his place in an organization.

This study, as is the case with all Policyholders' Service Bureau publications, was issued at the request of group

insurance policyholders but a few copies are available to outside organizations interested in the traffic manager. They may be secured from the Policyholders' Service Bureau, Metropolitan Life Insurance Company, 1 Madison Avenue, New York City.

Oldest Lighting Fixtures Firms Reorganizes

Following the death of the late Elias Whitney, for the past 22 years proprietor of E. P. Gleason Mfg. Co., 37-39 Murray Street, New York, the business has been completely reorganized and incorporated. The new firm will be known as E. P. Gleason Mfg. Co., Incorporated.

E. P. Gleason Mfg. Co. was one of the first American business houses to introduce lighting fixtures with the advent of artificial gas, and is today probably the oldest in the field. It is one of the few original lighting fixture firms still doing business today. It was established by E. P. Gleason in 1851, at 135 Mercer Street, New York.

TRADE MARK
CARROLLTON
H
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903
MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR East	CHAS. A. WEIDEMANN West
ROY E. HENDERSON President	

"Satisfied customers keep us busy"

The "HOSTESS"



*Watteau style
els in blue, a
black lace over.
"Horns of Plenty"
at either end, a
gay colored flow,
langerine lines
trim.*

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Chicago Office—J. E. Boring, Room 348 Hotel Morris
Eastern Representative—Herbert A. Wellington, Boston, Ma

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for
American Homes**

Albright China

for the Jobber and Syndicate Buyer

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204 Grand Ave.,
Milwaukee

F. A. MINER
5 Prospect St.
Rochester, N. Y.

E. E. WILGUS
Rooms 35, 36, 37
111 Summer St., Boston,
Mass.

**EARL W. NEWTON
& ASSOCIATES**
9 No. Wabash Ave.,
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PRO. CO.**
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**WESTERN GLASS
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America's Finest Semi Porcelain Dinner Ware

The
**NATIONAL CHINA
COMPANY**
SALINEVILLE - O.

Rose Marie



What's New In New York Showrooms

Colorful New Line at Wolf's

Rich colors that blend and harmonize until they fairly seem to sing, greet the eye of the buyer as he steps into the salesroom of Louis Wolf & Co., 215 Fourth Ave., where he sees the highly attractive novelty line of Chameleon ware manufactured by Geo. Clews & Co., Ltd., Tunstall, England. And equal in artistic effect to the soft beauty of the colors is the symmetry and balance of the many shapes offered. This is one of the loveliest of the general novelty import lines on display, and indeed on the market. Among the assortment are bowls of lambent gray-blues with simple geometric borders of dark blue and varied browns, decorated with floral center designs in keeping with the general tone. And then there are unique candlesticks, trays of different sizes, and unusual vases, all individual in shape and yet not overstepping the bounds of proportion and unity. And exceptionally pleasing are Aladdin's lamps—used for incense burners—with their burnt orange-brown heads and stems and their effective basal decorations of browns and olive-greens. Considering the quality of this distinctly individual line, the prices are soundingly inexpensive. Located near the Chameleon ware is an extensive fancy line of Black Forest ware, typically Czecho-Slovakian in its treatment. Most of the wide variety of styles are brilliant with hand-painted floral designs. Poppy-shaped flowers of tawny yellow, brown-purples, and strong blues standing among bold green acacia-like leaves on a white background are the predominating patterns, many of which carry a black border. This ware includes a line of vases and 23-piece tea sets, besides some 32-piece short sets of dinnerware at extremely low prices. In another part of the room are some attractive Impolca jardinières, vases, bulb bowls, and floral centerpieces; while near them is a nicely decorated fancy glassware assortment from Czecho-Slovakia, to retail at popular prices. For those who are looking for something entirely out of the ordinary, a small line of bright red and very life-like lobster novelties, composed of vari-sized pitchers, small dishes, and trays is being displayed. And similar to this is a line of equally red and unique pieces designed from the brilliant-hued tomato. The array is made up of pitchers, serving dishes, plates, and generous salt shakers for the most part. To contrast with the red are pale green backgrounds of leaves, set off by the small yellow flowers of the plant. Close on the heels of these two novelty assortments is a most extraordinary line of candlesticks, ashtrays, pintrays, toothpick holders, and similar small pieces designed of playing cards in natural colors, chaperoned by blazing red devils. Besides these and other novelty imports, Louis Wolf & Co. carries its usual well-known jobbing lines.

Fine Display of Tea Pots

Robert Slimmon & Co., Inc., 96 Church St., have a most comprehensive showing of tea pots. A more complete display to greet the appraising buyers' eye would

indeed require a long search. This line is from the factory of R. Sudlow & Sons, Burslem, England, for which the Slimmon firm are sole American representatives. It offers a most varied assortment of decorations and combined with a wide range of shapes, the line is one that is well worth while in every respect.

Tinted Earthenware

Protest filed by Meakin & Ridgway against the collector's assessment of duty at the rate of 50 per cent ad valorem under the provisions of Paragraph 211, Act of 1922, on certain merchandise invoiced as "plain ivory Blenheim" and reported by the appraiser to consist of tinted earthenware are overruled in a decision just handed down by the Customs Court, Judge Young, who writes the opinion in this case, denies the importers' claim for duty at but 45 per cent ad valorem under another provision in the same paragraph, summarizing his opinion as follows:

"The merchandise consists of articles composed of a plain white earthenware body, covered or coated with an ivory colored glaze which the president of the importing company testified had been produced by the introduction of iron oxide. We hold that it makes no difference of what the coloring matter consists or how it was introduced. If it results in giving the earthenware a color or tinge other than plain white, plain yellow, plain brown, plain red or plain black it is properly dutiable at 50 per cent ad valorem under Paragraph 211 as tinted or colored earthenware."

United States Leads in Lamps

During the fiscal year ended June 30, 1925, Australia imported various kinds of lamps, lanterns, parts of lamps and lanterns, and incandescent mantles, which articles comprise the group coming under the above heading, to the amount of \$2,445,709—an increase of \$36,455 over the preceding year, says *Commerce Reports*. Of the total of Australian lamp imports for 1925, the United States, leading all other countries, supplied about 50 per cent, the United Kingdom furnished 31.2 per cent, and Canada's share amounted to 4.8 per cent. The United Kingdom increased its trade from \$622,218 in 1924 to \$764,962 in 1925. Imports from the United States were valued at practically the same amount as in the preceding year, but those from Canada declined 34 per cent.

Czechoslovakia

Board of Trade Journal, London, October 14

CERTAIN PORCELAIN UTENSILS AND PREPARED FURS
EXEMPTED FROM LUXURY TAX

According to an ordinance of the Czechoslovak Government effective July 1, 1926, porcelain and faience utensils decorated with dead metal colors, and certain prepared furs are exempted from payment of the 10 per cent luxury tax. The above goods will probably remain subject to the regular turnover tax of 2 per cent ad valorem.

Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

This is the third of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

IN the last article we went over the rules for determining who must file returns. We will now consider the question of exemptions, and see how the two subjects are closely linked.

SINGLE PERSON'S EXEMPTION

We said that a single person was required to file a return if his net income was \$1,500 or more. That is so because every single person is entitled to an exemption of \$1,500. If his net income is less than that amount, he has no tax to pay.

MARRIED PERSONS

We also said that a married person must file a return if his net income was \$3,500 or over. Here, too, the requirement is directly correlated to the exemption, for married persons get a \$3,500 allowance.

Furthermore, we saw that it is the combined income of the husband and wife that determines whether a return is to be filed. Correspondingly, in the matter of exemptions, the \$3,500 is for the husband and wife, taken as one marital unit. That is to say, the combined exemption of both husband and wife is \$3,500. If they were to file a joint return, that is the amount that would be shown. However, if separate returns are filed, they may divide the \$3,500 between them in whatever proportion they like. The husband can take the whole \$3,500 on his return, or the wife can take it all in her return. The husband may take half, or a quarter, or any other fraction of the total amount allowed, and the wife take the remainder, or vice versa. That is entirely up to them. It often makes a difference in the total tax to be paid by a husband and wife as to just how they do divide their exemption. This phase of the subject will be more fully discussed in a later article.

What happens where a person marries during the year, so that he was single for some part of the year and married for the other? How is his exemption computed? The rule is very simple. The exemption is determined on an apportionment basis. Just take the single person's exemption, figured pro-rata, for the number of months that he was single, plus the married man's exemption for the number of months he was married. Let us work out a few cases. Suppose a person is married on July 1. That would mean that during the calendar year, he was single six months and married six months. His exemp-

tion applicable to the period that he was single would be one-half of \$1,500, or \$750; the exemption for the period that he was married would be one-half of \$3,500, or \$1,750. His total exemption for the year would therefore be \$2,500. If he were married on October 1, we would work it out in the same way. Being single nine months, the exemption applicable up to October 1 would be nine-twelfths of \$1,500, or \$1,000; for the three remaining months that he was married, the exemption would be three-twelfths of \$3,500, or \$875. His total exemption would therefore be \$1,875.

HEAD OF A FAMILY

There is one exception to the general rule that a single person is entitled to a \$1,500 exemption, namely, in the case of the head of the family. A single person that is the head of a family gets an exemption of \$3,500. To the married man, the rule for head of the family is immaterial, because he is entitled to that amount in any event.

What do we mean when we say "the head of a family?" The head of a family is one who supports and maintains in his household one or more dependents. Note that two elements must be present. There must be a dependent, and the dependent must live with the taxpayer. The absence of either one of these elements defeats a person's claim for exemption as head of a family. Thus, a son here, who supported his parents living abroad, would not get the head of the family exemption, but if his parents resided here and he lived with them, he would get the \$3,500 allowance.

CORPORATIONS AND OTHERS

In the case of corporations, while every corporation is required to file a return, not every corporation is entitled to an exemption. If its net income is less than \$25,000, it has a \$2,000 exemption. If its net income is more than \$25,000, it gets no exemption whatsoever.

Partnerships not being taxable entities, are not entitled to any exemption. They get their exemption indirectly through the allowance to the partners individually.

Estates and trusts being regarded as single persons, are entitled to the single person's exemption of \$1,500. That explains why estates and trusts having net incomes less than that amount need not file returns.

(Continued on page 29)

Arbitration

(Continued from page 19)

Pacific Railway Co., are working to establish more harmonious relations between the common carriers and the vast army of shippers.

Mr. Rosenwald is the leader in commercial peace for the mail order business; Mr. Simon for the Retail Clothing Trade; Mr. Warburg and Mr. McRoberts for the bankers and the financial institutions; Mr. Post for sugar, and Mr. Eastman, President of the Merchants Association of New York, for food organizations. They occupy positions in every industry, trades and mercantile enterprises of the nation's business activities.

Behind these and other industrial leaders stands the United States Government. Secretary Hoover and the Department of Commerce are actively supporting commercial arbitration. The Department of Agriculture and the Pan-American Union also are cooperating with the Association. Governmental collaboration in the development of arbitration is assured.

Supporting these active workers are many of the country's major universities. Sixteen of these educational institutions are collaborating with the Association in arbitral surveys of the states. Fellowships in universities have been established for this purpose and for the study and teaching of arbitral procedure. A Council of 25 educational leaders directs this work.

These ranks headed by 243 national, state and interstate trade organizations, captained by commercial and business leaders, supported by the United States Government and reinforced by educational bodies are moving forward in orderly procession to bring every trade dispute in the United States to an arbitral tribunal for immediate, economical adjustment; to relieve the congested dockets of the United States and State Courts; to banish for the business man the worry and expense of litigation, to preserve his capital and enable him to devote himself freely with increased resources to the development of new business.

Operations of the Association's Arbitral Tribunal demonstrate the effectiveness of the system. In the past nine months 233 disputes were handled. Of these 114 were adjusted without formal proceedings. The remaining 119 cases, involving \$478,000 were arbitrated at an average cost of \$20.50 or an average of one-half of one per cent of the amount involved. These 119 cases required 130 hearings and the services of 151 arbitrators who gave their time without compensation. Each of 106 of the cases was disposed of in one hearing. The maximum number of hearings for a case was four.

The Grain Dealers National Association has handled more than 1200 disputes. The American Spice Trade Association disposes of 100 cases every year; the Silk Association of America of from 40 to 50; and the National American Wholesale Lumber Association settled cases involving \$500,000 last year; The National Wholesale Grocers Association adjusted 94 disputes, and the Motion Picture Producers and Distributors of America and the Motion Picture Exhibitors Association handled 11,887 complaints involving \$2,542,544. These are only a few of the

national trade associations demonstrating daily throughout the United States the application of arbitration to the business needs of the nation.

Members of affiliated organizations are entitled to the services of an arbitral tribunal. The Association maintains a panel of approximately 1000 arbitrators. In addition to these there are the tribunals installed by the trade associations themselves. No business man need lack for a tribunal in which a dispute may be adjusted fairly, speedily and at a nominal cost. The grain seller and the grain broker in a small Western town has 19 state and interstate grain associations and the Grain Dealers National Association to which he may take any dispute arising in the course of business. The cotton broker and the cotton shipper of a small Southern community likewise has state and national organizations and chambers of commerce to which he may appeal for arbitration. And a dealer in cotton seed and its products has a national association and state and interstate associations in Texas and Arkansas. The crude rubber trade, the woolen and worsted, the silk and dry goods trade, the fresh vegetable shippers, the automotive manufacturers, the vast lumber interests, the boot, shoe and leather industries, and hundreds of others, all are equipped for commercial arbitration through systems installed by the trades and industries themselves.

Trade and commercial organizations are assisted by the Association in the following ways: Construction of arbitration sections for use in constitutions or by-laws binding members to arbitrate business controversies arising between members; assistance in the establishment of arbitral machinery including the organization of tribunals, preparation of standard arbitration clauses, rules and forms; selection of panels of arbitrators; formulation of educational activities to bring such facilities to the attention of members, and development of such other matters as may be peculiar to the trade.

In the professional field the Association is cooperating with such national organizations as the American Society of Civil Engineers, American Dental Association, American Institute of Accountants, American Society of Public Accounts, American Bankers Association, and the National Association of Credit Men; and also with such co-related organizations as the National Association of Legal Aid organizations, Rotary International and Kiwanis International.

The United States Arbitration Act established the American arbitral policy and procedure. New York, New Jersey, Massachusetts and Oregon have effective laws providing for the settlement of existing and future disputes, and making an agreement to arbitrate irrevocable. In some 40 other states the arbitral practice varies from these. The Association has prepared a model bill which will be introduced into the legislatures of these states this Winter, in an attempt to secure legislation establishing uniform arbitration laws throughout the nation.

The CROCKERY AND GLASS JOURNAL will pay \$5.00 for the photograph and brief history of the career of the oldest man connected with the Crockery and Glass Trade. Contest closes December 1st.



*The 1926 issue of the Holiday Number of the **CROCKERY AND GLASS JOURNAL** will, we believe, be the best ever.*

This special number is the trade's classic and year book and is read by dealers and buyers from coast to coast and on the continent.

It will work to our mutual benefit to have your advertisement in this issue which in addition to carrying the advertisements of the leading pottery, glass and lamp manufacturers will be chuck full of interesting reading material fully illustrated.

*A postcard request will
bring our rates*

CROCKERY AND GLASS JOURNAL

45 East 17th Street
New York

New York Imports

November 18

S. Franconia from Southampton, England

New Netherland Bank, 4 cases glassware
 Macy, R. H., & Co., 14 cases earthenware, toys
 Schenkers, Inc., 1 case porcelain

S. Hamburg from Hamburg, Germany

Manufacturers Trust Co., 7 cases glassware
 Elite Import Co., 14 cases glassware
 Manufacturers Trust Co., 6 cases porcelain
 Robold, J. C., & Co., 5 cases porcelain
 Erie R. R. Co., 2 cases glassware, 1 case toys
 Straub, P. A., & Co., 55 cases china and earthenware
 Atlantic Forwarding Co., 6 cases crockery
 Commonwealth Bank, 4 cases glassware, 4 cases crockery
 Philip Freeman Co., 15 cases glassware
 Batlin, L., 11 cases hollowglass
 Bengol Trading Co., 12 cases glassware
 Borgfeldt, G., & Co., 1 case glassware
 Koscherak Bros., 16 cases crockery
 Bloomingdale Bros., 22 cases earthenware
 Byrnes, W. J., & Co., 25 cases crockery
 Schenkers, L., Sons, 3 cases glassware
 Wetheimer, Plehn & Levy, 2 cases crockery, 2 cases glassware
 Abraham & Straus, 13 cases toys, crockery
 Jacobs & Kassler, 6 cases crockery
 Bloch, L. D., & Co., 7 cases crockery
 Frankel, M., Co., 16 cases crockery
 Koscherak Bros., 12 cases crockery
 Murray Hill F. Co., 6 cases hollowglass
 Stern Bros., 32 cases crockery
 Guthman, Salomon & Co., 2 cases crockery
 Fenton, A. W., Co., 2 cases crockery and glassware
 Schaffer, M., Co., 9 cases glassware, 1 woodenware
 Lightolier Co., 7 cases lamp shades, 2 cases glassware
 Berner, A. V., 1 case hollow glass, 1 case china goods
 Khouri, A. N. & Bro., 1 case hollowglass
 Altman, B. & Co., 2 cases boxes, 1 case earthenware
 Inwald, J., Glass Co., 34 cases glassware
 Reimer, F. C., Co., 19 cases crockery
 Wolf, L. & Co., 18 cases crockery, etc.
 Nathan Strauss & Sons, 85 cases crockery
 Kress, S. H., & Co., 4 cases crockery
 Friedlander, O. O., Co., 41 cases glass ware, crockery, etc.
 Gallagher & Ascher, 98 cases china, glassware, etc.
 Tradesmen Nat. Bank, Phila., 5 cases porcelainware
 Spence, C. R., & Co., 22 cases crockery
 Davis Collamore & Co., 4 cases hollowglass
 Downing, R. F., & Co., 23 cases hollowglass, etc.
 Stern, S., 2 cases glassware, 9 cases crockery
 Hirsch, G., Sons, 38 cases glassware
 Gallagher & Ascher, 12 cases crockery
 Schenkers, 43 cases hollowglass, crockery, etc.
 Phoenix Shipping Co., 260 cases earthenware, crockery, etc.
 Bernard, J. E., & Co., 232 cases toys, glassware
 N. Y. Merchandise Co., 139 cases glassware

S. Lancastria from Liverpool, England

Dickinson, F. B., Inc., 12 packages earthenware
 Maddock & Miller, 85 packages earthenware and china
 Boote, E., 10 packages china and earthenware
 Downing, T. D., & Co., 7 crates earthenware
 Fondeville, A. J., & Co., 2 crates earthenware
 Meakin & Ridgway, Inc., 53 packages china and earthenware
 Pitcairn, W. S., Corp., 17 packages china and earthenware
 Sellers, C. W., 19 packages earthenware and china
 Butler Bros., 7 packages earthenware
 Barth, L. & Co., 7 crates earthenware
 Gimbel Bros., 4 packages earthenware
 Corbett, M. J., & Co., 8 crates earthenware
 Leyland, P. N., 29 packages earthenware
 Phoenix Shipping Co., 3 crates earthenware
 American Hawaiian, S. S. Co., 55 cases earthenware

S. San Francisco from Hamburg, Germany

Phoenix Shipping Co., 3 cases crockery, 6 cases glassware
 Gallagher & Ascher, 1 case hollowglass
 Judell Bros. & Weill, 115 cases crockery
 Bank of U. S., 64 cases crockery, etc.
 Bank of U. S., 64 cases crockery, 5 cases glassware
 Bloch, J. L., & Son, 297 cases crockery
 Judson Freight Forwarding Co., 56 cases crockery

S. American Trader from London, England

Downing, R. F., 1 cask earthenware and glass
 Tobias & Co., 2 cases earthenware

S. S. Rotterdam from Rotterdam, Holland

Lazarus & Rosenfeld, 16 cases crockery
 Borgfeldt, G. & Co., 8 casks crockery
 Nat. City Bank, 44 cases crockery, 3 cases hollowglass
 Nat. City Bank, 7 cases crockery
 Fourman Bros. Co., 22 cases crockery
 Woolworth, F. W., & Co., 90 cases toys, crockery, etc.
 American Express Co., 15 cases crockery
 American Shipping Co., 26 cases earthenware
 Vogt & Dose, 4 casks earthenware
 Davis Collamore, 8 casks earthenware
 Syndicate Trading Co., 2 hogsheds earthenware
 Stern Bros., 1 cask earthenware
 Tiffany & Co., 1 cask china
 Meadows, Wye & Co., 2 hogsheds china and earthenware
 Gary Eigner, 1 case crockery
 Owen Walsh Mfg. Co., 8 cases hollowglass

S. S. Laura from Venice, Italy

Nat. City Bank, 60 cases glassware
 American Express Co., 66 cases glassware
 Hudson Forwarding & Shipping Co., 43 cases glassware
 Hudson Forwarding & Shipping Co., 43 cases glassware
 Order, 50 cases glassware

November 19

S. S. Drottningholm from Gothenburg, Sweden

Macy, R. H., & Co., 1 case ceramic
 Venon, J. H., 1 case glassware

S. S. Majestic from Southampton, England

Globe Shipping Co., 1 case porcelain
 Hudson Forwarding Co., 1 case china
 Consmitter, 1 case porcelain
 Sullivan, 1 case china
 Globe Shipping Co., 3 cases porcelain
 Haviland China Co., 60 casks porcelain
 Guerin Pouyat Elite, Ltd., 1 cask porcelain
 Kupper, H. C., Inc., 35 casks porcelain
 Haviland, Abbott, & Co., 32 casks porcelain
 Byrnes, W. J., & Co., 13 casks porcelain
 Vogt & Dose, 18 casks porcelain
 Downing, R. F., & Co., 10 casks porcelain
 American Express Co., 2 casks porcelain
 Vogt & Dose, 3 casks porcelain

S. S. Sangamon from Genoa, Italy

Davies Turner & Co., 2 cases earthenware
 Bernard, J. E., Co., 2 cases majolica
 Nat. City Bank, 22 cases earthenware
 Globe Shipping Co., 8 cases earthenware, 1 case glassware
 Vandegrift, F. B., & Co., 34 cases earthenware

November 20

S. S. Bristol City from Bristol, England

Sonnenberg, H., 100 bags ball clay
 National City Bank, 515 bags clay

November 22

S. S. President Garfield from Shanghai, China

Fo Sing Juen & Co., 10 cases chinaware
 Ling, P. H., 1 case lacquerware

S. S. George Washington from Bremen, Germany

Sheldon, G. W., & Co., 10 cases earthenware
 Consmitter, L. A., 8 cases decalcomanieas
 Roloson, A. F., 44 cases crockery
 Tomby, B. & Co., 39 cases crockery
 Continental Ceramics Corp., 14 cases crockery
 Hutter, K., Inc., 80 cases crockery
 Goetz, O., Inc., 50 cases crockery
 Butler Bros., 4 cases crockery and glassware
 Henjes, F., Jr., Inc., 6 cases glassware
 Rosenthal China Co., 4 cases crockery
 Sullivan, W. C., & Co., 43 casks china
 Borgfeldt, G. & Co., 72 cases toys and crockery

S. S. Berengaria from Southampton, England

Lund Art Co., 2 casks earthenware
 Dunhill, A., 4 casks earthenware

November 23

S. S. Conehatta from Manchester, England

Borgfeldt, G. & Co., 5 packages earthenware

(Continued on page 29)



GIVE HEALTH

The most valuable and least expensive holiday gift that you can make

GIVE health as a Christmas present—to yourself, to every member of your family, and everybody in your community. You can! Buy Christmas Seals.

The work done by these tiny, mighty little seals has helped to cut the tuberculosis death rate by more than half.

Seal every parcel, letter and holiday greeting with Christmas Seals. Give health—and feel the joy that comes with the giving of man's greatest gift to his fellow man—healthy happiness now and for years to come.



Income Tax

(Continued from page 24)

We have here discussed the exemptions that are allowed as a matter of right, by mere virtue of being a taxable person. There are additional exemptions that are allowable where special circumstances exist. For example, the exemptions allowed individuals for dependents. That subject will form the basis of our discussion in the next article.

New York Imports

(Continued from page 27)

S. Berlin from Bremen, Germany

Barth, L., & Co., 35 casks crockery
Colgate & Co., 70 cases crockery
Hutter, K., Inc., 2 cases crockery
Vandegrift, F. B., & Co., 7 cases glassware
Hutter, K., Inc., 61 cases crockery
Lorsch, A., & Co., 8 cases glassware
Bloch, L. D., & Co., 12 cases hollowglass, 2 cases crockery
Borgfeldt, G., & Co., 16 cases toys, crockery

S. Sarcoixie from Havre, France

Young, W. T., & Co., 1 cases chaplets
Bamberger, L., & Co., 5 cases earthenware, etc
Bamberger, L., & Co., 3 casks chinaware

S. Rochambeau from Havre, France

Thayer, D. C., 1 case china and glassware
Hnjes, F., Jr., 9 cases glassware
Lewis & Conger, 4 casks glassware
Specialty Trading Co., 9 cases glassware
American Shipping Co., 7 packages earthenware
Samstag & Hilder Bros., 3 cases china
Vandegrift, F. B., & Co., 9 cases pottery and china
Stern Bros., 3 cases china
Borgfeldt, G., & Co., 12 casks china
Haviland, T., Co., 45 cases china
Borgfeldt, G., & Co., 14 packages toys
Macy, R. H., & Co., 8 cases glassware

S. Clontarf from Genoa, Italy

Vandegrift, F. B., & Co., 2 cases earthenware
Borgfeldt, G., & Co., 10 cases crockery

rom Leghorn, Italy

Straus, N., & Sons, 4 casks earthenware
Sheldon, G. W., & Co., 1 case earthenware
Lauterjung, P., 10 casks earthenware
American Express Co., 2 cases crockery
American Shipping Co., 2 packages majolicaware
Bing, F., & Co., 32 cases marble works, glassware
Andrews, D. C., & Co., 11 cases majolicaware, etc.
Order, 5 cases majolica works

S. Adriatic from Liverpool, England

Gillman-Collamore Co., 9 casks glassware
The Sendar Co., 6 crates earthenware
Bassett, G. F., Co., 14 crates earthenware
Kupper, H. C., Inc., 8 crates earthenware
Gunthal & Crowther, 2 casks chinaware
Lazarus & Rosenfeld, 3 crates earthenware
Edmiston, H. O., 4 packages crockery
Borgfeldt, G., & Co., 1 crate earthenware
John Davison, Inc., 10 casks china
Drakenfeld, 24 cases decalcomania
Dickinson, E. B., 14 packages earthenware
Justin Tharaud, 9 packages earthenware
Boote, E., 18 packages earthenware
Fondeville, A. J., Co., 10 packages earthenware
Maddock & Miller, 35 packages earthenware
Barth, L., Co., 5 crates earthenware
Alpers & Mott, 1 cask china
Sellars, C. W., 26 casks earthenware

S. Mayebashi Maru from Nagoya via Yokkaichi

Morimura Bros., Inc., 69 cases porcelain
Ross, G., Co., 4 cases porcelain
Haruta & Co., 18 cases porcelain
Woolworth Co., 66 cases porcelain
N. Y. Mdse. Co., 33 cases porcelain
Bloch, L. D., & Co., 500 cases porcelain
Tuska, A. L., & Son Co., 9 cases porcelain
Taiyo Trading Co., 196 cases porcelain and earthenware

Mogi, Momonoi & Co., 122 cases porcelain
Gary-Eigner Corp., 66 cases crockery and earthenware
N. Y. Mdse. Co., 37 cases porcelain and earthenware
Washington Phoenix Co., 2 casks porcelain
Bernardaud & Co., 32 casks porcelain
Stern Bros., 5 casks porcelain
Haviland, Abbot & Co., 72 casks porcelain
Borgfeldt, G., & Co., 2 casks porcelain

Retail Association Retailer's Topic

"Improving Distribution" was selected as the keynote for the 16th Annual Convention of the National Retail Dry Goods Association at a meeting of the Executive Council yesterday (Tuesday) at Association headquarters. The Convention will be held at Hotel Pennsylvania, New York, February 7, 8, 9, 10, 11, 1927. Herbert J. Tily, Strowbridge & Clothier, Philadelphia, President of the Association, presided at the meeting of the Executive Council.

The Convention keynote, "Improving Distribution," was chosen as a vehicle for carrying out discussions along three definite lines. First, it will involve deliberations of better methods of retailing in the present with a view to lowering costs. Second, the improvement of store processes in the immediate future. Third, consideration of basic trends in retailing which point to important and far-reaching changes in future methods of distribution.

The Executive Council agreed that the 16th Annual Convention program should follow a schedule similar in most particulars to that of the preceding meeting. The National Council will have its Annual meeting on February 7th. The General Sessions will open on the morning of February 8th and continue throughout that day. The Annual Smoker is scheduled for that evening.

The Associate Groups, now eight in number, will take over the Convention on February 9th. Sessions will be held by all the Groups, either individually or jointly, throughout that day and February 10th. The Annual Banquet is to be held on the evening of February 10th.

The Convention will return to a General Session of all delegates on the closing day, February 11th. A full program will be arranged for the morning. The Convention will close with a Luncheon meeting, a debate on some outstanding store problem being a prospect for that session.

Texas Retail Classes

The United Merchants Association of Texas have started to organize classes in retail selling and store management in five towns of the San Antonio trade territory.

It is also announced at association's headquarters here that the Secretary of State has granted the new organization a charter and the incorporators are C. C. Wolfe, of San Antonio; J. L. Whitmire, Ganado; Joseph Gourand, Castroville, and Andrew Smyth, Uvalde.

The courses in retail selling and store management are being arranged under the direction of Miss Edith Veitch. It is planned to hold classes of fifteen or more sales-clerks, the tuition of \$30 to be paid by the store owners. Howell Jones is promoting the courses, and the committee in charge of instruction consists of Andrew Smyth, Uvalde; E. F. Schumann, Asherton; J. C. Merchant, Floresville; Fred Pfeuffer, New Braunfels.

W A N T E D

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"TO WELL RATED MANUFACTURERS AND IMPORTERS"

AN Organization, headed by a man with fifteen years' experience as an Executive and Salesman in the Glassware, Dinnerware, and Household Utility trade, wishes to represent a few Leading Firms, in Chicago and the Middle West. We are well and favorably known by the Jobbers, Department Stores, and Premium Users. Can furnish the best of references. Box —, care of CROCKERY AND GLASS JOURNAL.

EXPERIENCED YOUNG MAN WANTED

YOUNG man with thorough department store experience in china, glass lamps, to take charge of these departments. Man now assistant in large store would be acceptable. M. E. Blatt Co., Atlantic City, N. J.

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THOROUGHLY experienced china salesman with unquestionable references as to ability and character is desirous of connecting with a New York Import House. Address Box 584, care of CROCKERY AND GLASS JOURNAL.

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WANTED by an old established American manufacturer of dinnerware and hotel ware salesman for New England. Salary and expenses. Replies confidential. Box 585, care of CROCKERY AND GLASS JOURNAL.

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Buyers in New York

NOVEMBER 18, 1926

Mr. Gilmore, lamps, china and glass, Hens & Kelly Co., Buffalo, N. Y., 31 West 33rd St.

Miss M. E. Crothers, lamps, Woodward & Lothrop, Washington, D. C.

R. E. Mater, housefurnishing goods, G. W. McKelvey Co., Youngstown, Ohio, 333 Seventh Avenue.

NOVEMBER 19, 1926

C. H. Hurlburt, china, glass and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Avenue.

F. M. Moreland, china and housefurnishing goods, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St.

NOVEMBER 23, 1926

Mr. Kidd, lamps, china, England Bros., Pittsfield, Mass., 128 West 31st St. (American Retailers' Assn.).

A. H. Baum, housefurnishings, M. Doldenberg, Washington, D. C., Penn.

NOVEMBER 24, 1926

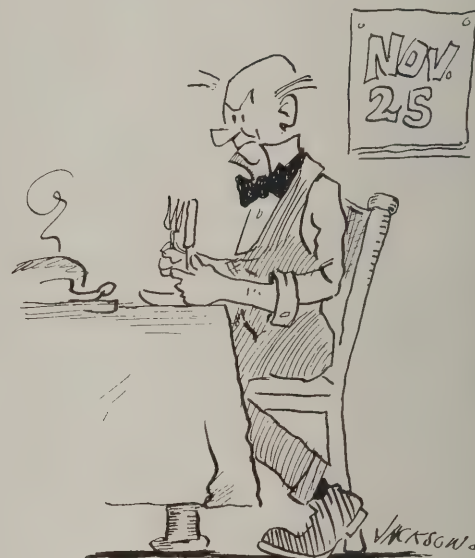
J. D. Esslinger, housefurnishing goods, Levy Bros. Dry Goods Co., Houston, Tex., 1150 Broadway.

Miss E. Johnson, lamps, Woodward & Lothrop, Washington, D. C., 370 Seventh Ave., Room 1702.

October Volume in Department Stores Less Than 1925

Preliminary reports to the Federal reserve system from 524 department and other retail stores in all sections of

PETER POTTER



PETER POTTER SAYS: "W've got a lot to be thankful for on this day. Lookit all the China that's broken."

the United States indicate that total sales of these stores in October were 3.6 per cent smaller than in October of last year. Smaller sales occurred at 348 of the reporting stores and larger sales at 176. Sales were smaller in all Federal reserve districts except in the San Francisco district, where they were slightly larger. The largest decreases were in the Minneapolis, St. Louis and Kansas City districts. The decline in sales in comparison with October of last year reflects, in part, the fact that sales last October were in exceptionally large volume, and that the number of selling days in October of this year, by reason of an extra Sunday in the month, was smaller by one day than the number in October of last year.

	Inc reporting	Dec. 1925	P. C. of inc. or dec. comp'd with Oct., 1925
Boston	23	34	-2.0
New York	23	37	-3.9
Philadelphia	33	41	-0.5
Cleveland	5	28	-6.1
Richmond	10	37	-4.0
Atlanta	4	28	-6.1
Chicago	20	33	-1.2
St. Louis	1	12	-12.9
Minneapolis	4	11	-13.6
Kansas City	5	25	-10.6
Dallas	5	8	-5.2
San Francisco	43	54	+0.7
Total	176	348	-3.6
Mail order houses (2 houses)			-10.2.
Five and ten-cent stores (5 chains)			+7.3.

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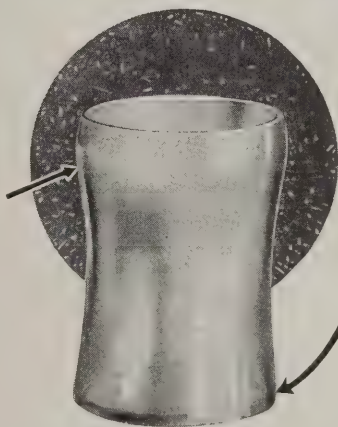
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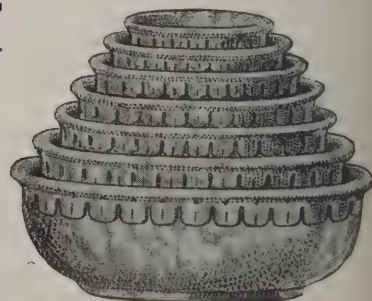
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furnishings
Lamps
Gift Shop
and
Art Goods
Dolls & Toys*



Vol. 103, No. 22

DEC. 2, 1926

IN THIS ISSUE

Special Gift Section in which Beatrice Miller Wisner writes for our readers of the very latest gift items being displayed in New York stores

Regular monthly Philadelphia Section in which our special correspondent reports the latest events in the City of Brotherly Love

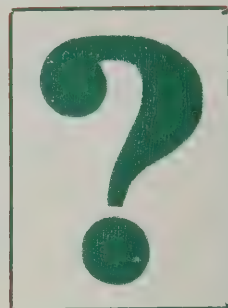
What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimmerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe of our staff

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

Will It Interest You



- To know the names of the best manufacturers and wholesalers in the lines you are interested?
- To know where you can get the goods you want?
- To know what the latest news of the trade is?
- To know how to increase the efficiency of your department?
- To have a permanent New York mailing address?
- To receive information about any particular line?
- To receive a reminder of coming events and activities?
- To be advised about important changes in the trade?
- To be listed in advance of your coming to the New York market?

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GIVE health as a Christmas present—to yourself, to every member of your family, and everybody in your community. You can! Buy Christmas Seals.

The work done by these tiny, mighty little seals has helped to cut the tuberculosis death rate by more than half.

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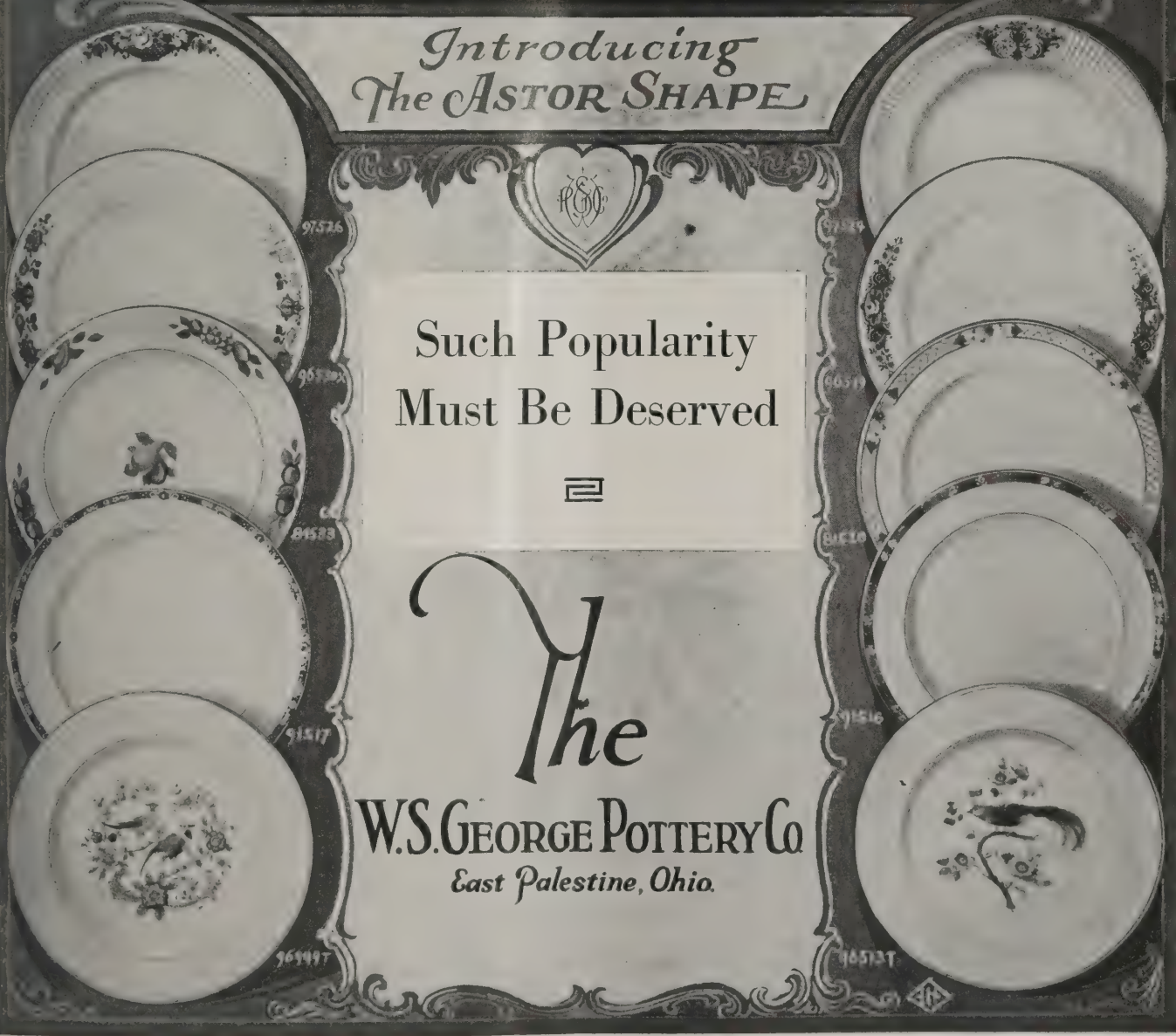


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The Yellowstone Dinner Service



Ivory Body Exclusively

Octagon Model

The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain Octagon outlines, provide the ideal frame and background for the fine variety of original decorations especially designed for this model.

If the popularity of a line is to be measured by the volume and promptness of reorders, the Yellowstone decorations have achieved a degree of success that has never been equalled and probably never approached by any other dinner ware line from anywhere at any time.

The Prices Are an Agreeable Surprise

The Present Line-up Is

YELLOWSTONE SHAPE IN IVORY BODY ONLY.
REPUBLIC AND KWAKER SHAPES IN BOTH IVORY AND WHITE BODIES.
EMPRESS, AND HUDSON SHAPES IN WHITE BODY ONLY.
COMPLETE LINE OF CABLE STAPLES IN WHITE BODY ONLY.
COMPLETE LINE OF HOTEL WARE, DOUBLE THICK, WHITE BODY.
COMPLETE LINE OF HOTEL WARE, HALF THICK, WHITE BODY.
A GOOD ASSORTMENT OF TOILET SHAPES.

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body.

PRODUCTION

The equivalent of forty kilns on Ivory.

The equivalent of sixty kilns on White.

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.



The 1926 issue of the Holiday Number of the CROCKERY AND GLASS JOURNAL will, we believe, be the best ever.

This special number is the trade's classic and year book and is read by dealers and buyers from coast to coast and on the continent.

It will work to our mutual benefit to have your advertisement in this issue which in addition to carrying the advertisements of the leading pottery, glass and lamp manufacturers will be chuck full of interesting reading material fully illustrated.

*A postcard request will
bring our rates*

CROCKERY AND GLASS JOURNAL

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*Do You Have the Popular
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HALL'S Twin-Tee Set is a favorite wherever it is shown. It is chosen for gift, for sick-room service, for practical everyday usefulness.

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A flower border in strong reds, blues and yellows. A center group of exotic birds completing and enriching the decoration.

Pattern and Shape both patented

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AS THE EDITOR SEES IT

Farmers Acquire Land Banks

Attention is directed by the Chamber of Commerce of the United States to the fact that the farmers of the country now own outright the entire capital stock of eight of the twelve federal lands banks and that the total stock held by the government, originally \$9,000,000 in the twelve banks, has been reduced to \$1,000,000 in four of the banks. The act creating the banks provided that the original subscription made by the government should be taken over by the farmer borrowers as they joined their local national farm loan associations. The total capital owned by the farmers in the twelve banks now exceeds \$56,000,000. Total loans outstanding through the twelve banks exceed one billion dollars, and eight banks now owned entirely by the borrowers are making loans aggregating \$839,000,000. The supervision of the banks remains the same whether the capital of the banks is owned by the borrowers or the government.

Tax Board O. K. on Trade Associations

The legitimacy of the trade association as one of the instruments by which business achieves its ends is further supported by a decision of the Board of Tax Appeals to which attention is called by the Chamber of Commerce of the United States. By the decision in question the Board held that a contribution to a trade association as a pro rata share of fees of attorneys employed to test the constitutionality of the prohibition amendment was a legitimate business expense and could be deducted as such in the income tax return. The taxpayer, a brewer, in 1919 paid dues to a local association, a state association and a national association, all devoted to brewing interests. All the brewers' associations in question, it was held, were performing useful services for their members and such services were in furtherance of the member's business.



CAUGHT IN THE NEWS NET



N EWS has been received by the CROCKERY AND GLASS JOURNAL that effective January 1st, E. C. Hine, will assume the buyership for the china and silverware departments of Barker Bros., Los Angeles, Calif. Mr. Hine will succeed George Bromley, who is giving up the buying for these two departments in order to devote his entire time as artware buyer.

"Sid" Thompson, head of Copeland & Thompson, is expected to arrive back at headquarters next Thursday, which will end a road trip that has taken him as far as Kansas City. F. W. Cox, of the same firm, who is covering New England territory, is also due to reach New York about the same time.

Ronald J. Copeland, head of the well known English pottery of W. G. Copeland & Sons, who accompanied by Mrs. Copeland, has been visiting the United States and Canada since about the early part of September, is expected to arrive in New York next week. After spending about a week or so in this city, they plan to sail for home aboard the *Berengaria*, December 15.

J. S. Lauterbach, manager of the import china and glassware department of Louis Wolf & Co., left last Sunday for a road trip through the middle west which will keep him away for the next three weeks.

Wm. S. Pitcairn, head of the Wm. S. Pitcairn Corp., sailed last Saturday aboard the *Adriatic*. Mr. Pitcairn is making a flying trip abroad on a brief visit to his factories and according to his plans does not expect to be away long.

T. W. Hamilton, representing the Susquehanna Cut Glass Co., Columbia, Pa., and the Weston Glass Co., Weston, W. Va., in the New York market, has been away for the past week visiting his factories. He is expected back in town within the next few days.

S. Hirsch, of the Rosenthal China Corp. traveling staff, arrived back at headquarters last Thursday. Mr. Hirsch will remain in the city until the Pittsburgh Exhibit in January, following which he will leave for the road again about March.

W. J. Craig, of the Copeland & Thompson sales organization, arrived home last week in time to celebrate Thanksgiving. He has been on the road for the past ten weeks covering southern and western territory.

Stirling Maxwell, who for the past year has been in charge of the New York office of the Dorhmann Commercial Co., is now in Los Angeles. Mr. Maxwell has been appointed manager of the new Parmelee Dorhmann store at Pasadena, Calif., and for which their new building is expected to be completed and opened on April 1st of next year. Mr. Maxwell is now busy making purchases in anticipation of his requirements for the new store.

Kennard L. Wedgwood, head of Josiah Wedgwood & Sons, Inc., left on Tuesday of this week on a short business trip to Providence, R. I., which will keep him away for several days.

E. W. Hammond announced this week that he has secured the representation for the New York market of the Atlas-Globe China Co., Niles, O., which is a consolidation of the plants of the Atlas China Co., Niles, O. and the Globe China Co., Cambridge, O. Mr. Hammond expects to have a full line of samples on display at his salesroom, 10 West 23rd St., within a short while, which will include a new shape in ivory body made at the Cambridge factory.

Justin Tharaud, head of Justin Tharaud, Inc., returned to New York last week in time to partake of Thanksgiving turkey at home. Charles E. Cardon, of the Tharaud selling staff, also reported back in time for the holiday. Justin Tharaud, Jr., is expected home this week.

George Fehn, of the Paul A. Straub & Co., sales force, returned to New York last Monday, after making a tour over his territory through the Middle West.

Max Herbert, of Herbert & Neuwirth, Inc., is spending this week in making a tour of the glass factories.

Charles A. Weidemann is another returned traveler. Having completed his fall trip for the Carrollton Potter Co., Carrollton, O., he is now at his home in New York to rest up until after the Holiday season.

Hirsch-Malgood Co. Enlarges Plant

Julius Hirsch, head of the Hirsch-Malgood Co., well known glass and china decorators, announces that the concern is building a two-story addition to their factory in Brooklyn, to take care of the increase in business and the expansion program planned by the company for next year.

The addition, which will adjoin the present model plant of the concern, will have a frontage of sixty feet and will be eighty feet deep.

B. F. Drakenfeld & Co. to Move to Own Building

One of the important announcements of the week comes from the offices of the B. F. Drakenfeld & Co., Inc., well-known dealers in colors, chemicals and supplies for the pottery, glass and the enamelware industries, to the effect that sometime after the first of the year they will remove to 7 Park Pl. This property, consisting of a five-story building with basement and sub-basement on a plot fifty-by-ninety feet, was recently purchased by B. F. Drakenfeld & Co., Inc., and title to the same has already been taken. The structure is now being rebuilt for the occupancy of the corporation and when alterations are completed it will be one of the finest buildings in this section.

The concern has, since its inception, been located in the immediate section of New York.

The business was established in 1869 and shortly afterwards located at 21 Park Pl. In 1880 the concern moved to 7 Park Pl. and remained there until the Spring of 1911, when the business was established at its present location, 50 Murray St.

B. F. Drakenfeld & Co., Inc., is the pioneer company in this country to specialize in colors, chemicals and other supplies for the pottery, glass and enameling industries. The growth of the business has corresponded to the development of these industries in this country.

The company has manufacturing establishments at Chicago, Ill., and Washington, Pa., and maintains branch sales offices at East Liverpool, O. and Chicago.

The company owns the Wheeling Pulverizing Company and the Mineral, Mining & Milling Corporation, with properties respectively at Wheeling, W. Va., and adjacent Ambudo, N. M.

The officers of the corporation are as follows: Mrs. B. F. Drakenfeld, Chairman, Board of Directors; B. F. Drakenfeld, Jr., President; William Hoffmann, Vice-president; Oscar F. Zeiller, Vice-president; Scott J. Portney, Secretary-Treasurer. The above, with Dr. J. L. Shively, constitute the Board of Directors.

Bergman Extends Cordial Invitation

The new uptown showroom of Morris Bergman, 10 E. 23rd St., which business as previously announced in the CROCKERY AND GLASS JOURNAL was recently taken over by Mr. Bergman from Joseph H. Schwartz, offers the most central and convenient location for out of town buyers to make their headquarters during their stay in the city. Mr. Bergman with the assistance of Henry Bainique and E. L. Bates, both of whom have a wide acquaintance in the trade, is prepared to extend a cordial invitation and welcome to those buyers who would like to take advantage of this opportunity. This combined with the cheerful environment offered by his attractive showroom provides an unusual opportunity for buyers.

Halle Bros. Open New Department

Halle Bros. Co., Cleveland, O., announce the opening of a new housefurnishing department, William Davis

formerly buyer for the Wm. Hengerer Co., Buffalo, N. Y., will be in charge of this department.

Bamberger's Plans "Crisp Bills" Bonus

In a bulletin to its employees, L. Bamberger & Co., Newark, N. J., department store, explains its plan of giving the annual Christmas bonus "in the shape of crisp bills."

Here is the schedule for the bonus—and this applies to all co-workers, except those in the delivery and packing departments and a few others employed under special arrangement:

"On Christmas Eve, December 24, those employed before January 1, 1926 will receive \$20; those employed after January 1 and on or before July 3, will receive \$15; after July 5 and on or before October 30, \$10; after November 1 and on or before December 4, \$5, provided they have not been absent or late from November 22 to December 24. Lateness or absence due to illness or other really unavoidable cause may be excused, but no excuse will be accepted unless explanation is made at once to the superintendent's office."

Kress Company to Slice Melon

S. H. Kress & Co. will show sales for 1926 totaling \$50,000,000 or more if the present rate of increase in the chain's volume holds up to the end of the year, according to a recent statement of the company's financial condition. It is further stated that the prospects are for a \$38 profit per share, as against that of a little less than \$33 last year. There are 120,000 shares of \$100 common stock outstanding.

This prediction is not made in the light of any abnormal program of new store development through 1926, for by the end of the year the concern expects to have only 169 stores in operation, as against 166 at the close of 1925. Next year's program, however, calls for greater expansion, with from twelve to fifteen new locations planned.

It was announced at the same time that early in January the stockholders will vote on a proposal to change the capitalization of the company to 1,500,000 shares of common at no par value and \$10,000,000 special preferred stock at \$10 par. Following that, according to the plans as announced, holders of the present \$100-par common stock will exchange it for the new, no-par common stock on the basis of eight for one.

The new preferred stock will be 6 per cent cumulative, redeemable at \$11 per share, plus accrued dividends.

The 29,446 shares of 7 per cent preferred stock at present outstanding has been called in for redemption at \$125 per share.

The directors, it is declared, plan a quarterly dividend of 25 cents per share on the new common stock, which is equivalent to \$8 annually on the present basis, and also a dividend of 50 cents a share, payable in the new preferred stock.

The ratio of profits to sales in 1925 was second only to

(Continued on page 39)



WHAT THE POTTERIES ARE DOING



Potters Meet At New York Next Tuesday

THE forty-eighth annual meeting of the United States Potters' Association will convene at the Waldorf-Astoria Hotel, New York, Tuesday morning, Dec. 7th, and will conclude the following evening. The western manufacturers have arranged to leave Pittsburgh, Pa., Monday evening next at 9:30 o'clock, and the eastern members of the association will also reach New York, Tuesday morning. From responses received by Secretary Charles F. Goodwin at the office of the Association here, a full representation of the roster is anticipated. It is very probable that the program for the annual meeting will be of a routine character. It is considered doubtful whether or not any special addresses will be delivered during the meeting, as was featured at the New York meeting two years ago, and also at the last meeting held at Washington, D. C. During this session of the manufacturers, there will also be held the annual meeting of the association of manufacturers of vitreous hotel and restaurant china. This group holds a session independent of the general group, and generally on the second day of the session.

Hall China Co. Using New Warehouse

The Hall China Co. has begun to place stock in its new warehouse which was completed a few days ago. This addition to the No. 1 factory of this interest was formerly a part of the old plant of the Brunt Pottery Co., which long ago ceased operations. By having a larger warehouse capacity, the Hall China Co. is now in a position to carry larger stocks, and this in turn will insure increased promptness in shipping. Several new items are to be featured by the Hall China Co. for 1927 delivery, but these will not be shown until the company opens its usual exhibit at the Ft. Pitt Hotel in January, the display being in charge of F. I. Simmers. A number of new treatments will also be featured on the usual line of teapots, and the popular numbers in the old line will of course be retained.

Samuel I. Morley With Atlas China Co.

Samuel I. Morley, for many years associated with the sales and managerial departments of the Sebring Pottery Co., Sebring, O., and general manager of the Crescent China Co., Alliance, O., who has resigned his association with that interest as announced in a previous issue of the CROCKERY AND GLASS JOURNAL, will go with the Atlas China Co., Niles, O. At the Niles plant, Mr. Morley will be identified with the sales department.

Paul Robinson Back at Office

Paul Robinson, head of the Smith, Phillips China Co., has returned to his East Liverpool office following a business trip into the Eastern territory and which included a journey to Boston, Mass.

Thomas A. Copperstone Visits Factory

Thomas A. Copperstone of Cleveland, western sales manager for the Vodrey Pottery Co., has been spending a few days at the factory. He was here for the purpose of arranging lines that will be featured by this concern during the 1927 season.

Homer J. Taylor Back From Cleveland

Homer J. Taylor, president of the Knowles, Taylor & Knowles Co., has returned from Cleveland, O., where he spent some time under medical observation. Mr. Taylor is suffering from a nervous ailment, and is now spending a part of his time at the factory office.

Another Chain Store Group Formed

Local dinnerware manufacturers have been informed of the organization of another chain store group of department stores in the central west, which has just been completed by the Kinnear Stores Co., headquarters of which are at Marion, Ind. The new syndicate is being financed in New York. E. S. Kinnear, head of the Boston store at Marion will also act as the head of the new organization. Two stores at Champaign and Streator, Ill., are to be acquired at once, while others in the new group will be located at Lansing, Mich.; Bellfontaine, O.; Indianapolis, Elkhart, Logansport, Lafayette and Huntington, Ind. W. E. Leonard, of the Leonard, Fitzpatrick & Mueller Co., operating a southern chain of stores is associated with the new Kinnear interest.

Kresge to Feature Dinnerware

With the intent of the Kresge interest to open a Dollar Store at Ft. Dodge, Iowa., it is expected here that a larger variety of dinnerware will be featured in the store. The new link in this Kresge chain was to be opened for business this week. Although the Kresge interest operates a dinnerware plant of its own, the company is also a large buyer of dinnerware in the open market.

Old Chelsea Plant Resumes Production

Production of ware was to have begun this week at the former plant of the Chelsea China Co., New Cumberland, W. Va.

id, W. Va., now under the control of Cronin Brothers, East Liverpool, who also operate the Standard Pottery's plant. This shop has two tunnel kilns, and it is said production of the plant has already been absorbed. the Standard plant in this city, the company will continue to feature its usual line of dinnerware.

No Change in Production Schedule

While the larger dinnerware plants of this district are operating on a rather steady schedule, there are others, however, that are working only four and five days per week. No change in this schedule is anticipated until after the first of the year. A number of the larger potteries have considerable contract business on file, and this will insure the steady operation of these factories until the close of the year. Inquiries for merchandise for January and February merchandising events appear to be a little more stronger than a week ago. While there have been no personal visits to the market by buyers, these mail inquiries are of a character to indicate department stores are anticipating an active December sale of dinnerware. The jobbing interests are not very active in the market at this time, but this situation is declared to be seasonal. No change in this particular situation is expected to appear before late in the month or in January. Practically all holiday goods have been shipped out of this district, and the general run of plants are now working for merchandise wanted for the January sales seasons.

Col. Rhoads Back at Home Office

Col. Will A. Rhoads, salesman for the Sebring Pottery Co., Sebring, O., is now at the home office, having completed a four months trip through the west and south of this factory. Mr. Rhoads is now residing at Alliance, O., having removed there from Chicago, Ill.

F. F. Debolt is Ill

F. F. Debolt, who has been marketing the line of the Myer China Co. for a number of years to the hotel and restaurant trade, and who is also known in the glass trade, has been very ill at his home here. He will be unable to do additional traveling the balance of the year, it is said.

Department of Commerce Information

The Department of Commerce announces the following information covering basic industrial and commercial movements for the second week of November and further figures for the months of September and October: The dollar volume of trade during the second week of November, as seen from check payments, was larger than for either the previous week or the corresponding week of last year, according to the weekly statement of the Department of Commerce. The distribution of goods during the first week of November, as seen from figures on carloadings, while slightly less than that recorded in

(Continued on page 37)



THE REWARD OF BUSINESS
FOR SERVICE RENDERED IS A
FAIR PROFIT PLUS A SAFE RE-
S E R V I C E , COMMENSURATE
WITH THE RISKS INVOLVED
AND FORESIGHT EXERCISED.

—U. S. Chamber of Commerce, "Principles of
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Pittsburgh
Cleveland
San Francisco
Kansas City

Trenton
New Orleans
Baltimore



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Seneca "B" Plant in Operation

FOLLOWING an idle period of several weeks, the plant of the Seneca Glass Co., Star City, W. Va., known as their "B" factory, is being prepared to be placed in operation. The shutdown was caused by the company being compelled to make a number of repairs to the manufacturing department. The factory is under the management of Frank Schmidiger.

Stores All Displaying Holiday Lines

Glass factory salesmen have reported to their home offices that all stores featuring lines of glassware are now displaying their holiday and Christmas lines of goods, and that early sales are of a character that indicates an active demand for the entire line during the current season. Some particular lines of colored glassware that were placed on display early have been sold out, it is reported at several factories, and repeat orders have already been received. These goods have to do with the novelty lines, although it is declared by factory sales managers in this locality that the utility lines are also moving exceptionally well. It is said here that all holiday orders have gone forward, but from different quarters orders are being received for additional quantities of some items, and with instructions to make shipments by express.

J. W. Fenton to Erect Plant in Kansas

J. W. Fenton of Eureka, Kansas, is now actively at work on plans for the new glass factory that is to be erected there. It is proposed to produce a general line at this plant, although a number of specialties will also be featured. Mr. Fenton for some years was actively associated with the glass business in the Wheeling, W. Va., district, and at Millersburg, O.

Central Preparing 1927 Line

The Central Glass Works, Wheeling, W. Va., is now engaged in the assembling of its new 1927 line which will be shown for the first time during the annual Pottery and Glass Exposition at the Ft. Pitt Hotel in January. A number of additions are to be featured during this display, and it is said the display will be much larger than this firm has been showing in former years. Items in both crystal and colored glassware will be shown in this exhibit.

Sanger Bros. to Open Stores Is Report

It is reported here that the Sanger Bros., Inc., pro-

pose to operate new department stores at Houston and Antonio, Texas, but that location of other possible sites at this time are not under consideration. Chester Jones, who is president of this organization has completed a visit to these two cities with this end in view, the purpose of the organization being to open two of the best and most modern department stores in the southern territory.

Repairs Completed On Smith Plant

Repairs have been completed at the plant of the I. Smith Glass Co., Mt. Pleasant, Pa., where some weeks ago damage to the factory was caused by the explosion of a tank of molten glass. The management of the factory at this time is preparing a number of new items to be shown here in January, and the display will be in charge of Swaney Hall, manager of the sales department.

Central Takes Over Therasse Co.

The Central Glass Products Co. has taken over the former plant of the Therasse Glass Novelty Co., Mt. Pleasant, Ind. The company is headed by S. E. Barney, who was president of the corporation with Phil Kiley secretary and treasurer.

Flint Glass Factories Finish Shipments

Flint glass factories in the Tri-state territory have now but finished the forwarding of holiday goods, and it is said that only orders from the nearby trade remain to be shipped out. Goods for distant points have long since been received at destination. On the staple lines, many factories are still busy on contract goods, and here and there plants are working orders for the January and February special sales periods. Molds for the items that are included in the new 1927 line have been finished in a number of instances, and in others first samples have been put through the factory. The majority of the glass manufacturers who display at the Ft. Pitt during the January season, are now preparing these sample lines. Admission is made, however, that flint factories will continue operation during the balance of the year, and it is also said that mail orders for goods for January and February delivery are showing considerable strength. In some instances, however, there is still a tendency to order merchandise along conservative lines.

Applications Pouring in for Pitt Show

Almost daily applications are being received at

J. Pitt and William Penn Hotels from firms who desire to show their lines in this market during the January buying season. Those received at the Ft. Pitt Hotel direct are being referred to J. M. Hammer, secretary of the Associated Glass & Pottery Manufacturers, with offices in the Heeren Building, Eighth Street and Penn Avenue. At the William Penn Hotel, inquiries for display space are being handled direct from that office. From present indications, over 200 displays will be featured in these two hotels during the next buying season. There were over 100 displays last January. Housefurnishing manufacturers are becoming interested in the local market.

Glass Workers Badly Injured By Train

Five employees of the Victory Glass Co., Jeannette, Pa., four of whom were girls, were seriously injured when the automobile in which they were riding to work last Saturday morning was struck by a Pennsylvania train at a crossing near the plant of the Westmoreland Glass Co., Grapeville, Pa. After being struck by the train, the car in which they were riding was carried a considerable distance along the track by the engine.

Pittsburgh Stores Doing Big Business

Holiday buying in the seven large Pittsburgh department stores is now in full swing. Larger crowds are noticeable in all of these places, and hundreds of extra sales help have been engaged for the season. No small interest is being shown in the china and glass departments of these stores. Stocks have been re-arranged and the very best items the market affords have been placed on display. Not only have the glass and china sections shown much activity during the last few days, but the lamp departments are also quite busy. Managers of these departments without exception, are a unit in the expression that from present indications December sales will far exceed the records of a year ago. The toy departments are already being visited daily by large crowds, and as the china and glass department managers as a rule have charge of this section, everything at this time points to a really big month of business.

Many N. Y. U. Students Now in Store Posts


Department stores and specialty shops are continuing to add college-trained men and women to their staffs to a surprising degree. Up until a few years ago it was a rare thing to find college graduates taking up retail selling as a life work.

The New York University School of Retailing announces that the following students of the day division during the academic year 1925-26, and are now holding the positions indicated:

Mrs. Ruth Harlan is assistant manager of the type fashion department of B. Altman & Co., New York.

Miss Nora M. Hott is with the Bartons Bias Narrow Fabric Company.

Edmund J. Keating is assistant to the president of B. J. Dewees, Philadelphia specialty store.



One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

New York Paul Joseph, 200 Fifth Avenue	Representatives Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

Spencer A. Larson is assistant adjustment manager of Arnold Constable & Co., New York.

Miss Rosalin D. Melnick is in the merchandise control division of Stern Brothers, New York.

William B. Newcomb has returned in an executive capacity to his father's store, the Anderson Newcomb Company, Huntington, W. Va.

Sydney M. Raphael is merchandise manager of Hecht Brothers' New York store on 14th Street.

Miss Ina E. Ratcliffe is in the training department of John Wanamaker, New York.

Cyld E. Rollins is assistant to the merchandising manager of the first floor in Himelhoch Brothers, Detroit-Mich.

Miss Mary Schiela is assistant buyer of coats with A. I. Namm & Son, Brooklyn.

Fred G. Sommers, Jr., is in the merchandise division of Hale Brothers, San Francisco.

Frank R. Spaeth is in charge of direct mail advertising with James McCreery & Co., New York.

Miss Elizabeth Tate is with the Minneapolis Knitting Mills, at Minneapolis.

Miss Elizabeth Whitaker is a buyer of dresses with the Specialty Stores Association, New York.

Wylie Wilkinson is in the research division of the Linder Company, Cleveland. He was recently married to Miss Miriam Hadley.

Ozo B. Wilson is assistant to the controller of the Mercantile Stores Company, New York.

Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

This is the fourth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

IN the last article we discussed some of the personal exemptions. We said there, it will be recalled, that a single person is entitled to an exemption of \$1,500, or if he is the head of the family, \$3,500, and that a married person has an exemption of \$3,500. We also mentioned that these were not the only exemptions a person may be entitled to. There is in addition what is known as a credit for dependents and that is what we will want to cover in the present article.

WHAT IS A DEPENDENT

An additional \$400 credit is allowed for every dependent. It is important to understand just what is meant by the word "dependent," because its significance for income tax purposes is far different than its ordinary meaning. A dependent is one under the age of eighteen, or mentally or physically incapable of self-support. It will thus be apparent that a parent may not claim the \$400 credit for a nineteen year old son that is being supported through college. Likewise, a son could not claim the \$400 allowance for the support of a parent, even though he actually did support his parent, unless the parent were mentally or physically incapable of self-support.

Another factor to be borne in mind is that the taxpayer must be the chief contributor to the support of the dependent before he can become entitled to the \$400 allowance. In other words, only one exemption can be taken for the support of any one individual, and sometimes not even the one. If, for example, two brothers contribute to the support of a sister, it is only the brother contributing more than fifty per cent of the amount required for the sister's support who can take the \$400 allowance. If they both contribute equally, then neither one of them is entitled to the exemption.

It is generally believed that for a person to be a dependent, he or she must in some way be related to the taxpayer. That is not so. Neither blood relationship, nor even a legal obligation to contribute to the support of the dependent, need be present. A mere moral obligation is sufficient. Nor is it required that the dependent live with the taxpayer. A son supporting his infirm parents residing abroad, may take the benefit of the credit for dependents. If he lived with them, he would, in addition, be considered as the head of a family, as we have already seen, but that is another matter.

Furthermore, it is to be noted that the \$400 allowance is for each dependent. If there are three dependents, the allowance in this respect is \$1200. If there are four, it is \$1600, and so on.

HUSBAND AND WIFE

Irrespective of what the facts may be, a wife cannot be considered as the dependent of a husband, or vice versa. The \$3,500 exemption allowed them is deemed to take care of this general dependency of one upon the other. However, that does not prevent either one of them from having other dependents. They could, of course, take the exemption for the children below the age of eighteen. But this point should be noted. While the \$3,500 exemption can be divided between them in whatever proportions they see fit, only the one actually contributing to the support of the children may take the exemption for dependents.

HEAD OF FAMILY

When we come to the head of a family, the rule is a bit different. The \$3,500 allowance does not include any allowance for dependents. It merely is for the fact that there are dependents, irrespective of age or ability of self-support, that reside with the taxpayer. If the dependent should be below the age of eighteen or incapable of self-support, the \$400 allowance may be taken in addition. Thus, the head of a family supporting a sixteen year old brother would be entitled to a total exemption of \$3,900 and not only \$3,500.

LAST DAY CONTROLS

Suppose a child were to reach his eighteenth birthday during the year. Is the \$400 to be apportioned? Or, suppose a child is born on the last day of the year. How would the exemption be computed? We saw that in the case of the \$1,500 and \$3,500 exemptions where a person was married during the year, the exemption was apportioned for the time that he was single and for the time that he was married. But that is not so when it comes to computing the credit for dependents. It is the situation on the last day of the year that controls. Thus, in the case of a child that became eighteen during the year, the parent would not be able to take any credit at all for supporting the child, since on the last day of the year the

(Continued on page 37)

What's New In New York Showrooms

Beautiful Offerings by F. Bing & Co.'s Successors

Not often has one the opportunity of viewing such a large and varied assemblage of beautiful wares as those which are to be seen at the spacious showrooms of F.

Bing & Co.'s successors, importers, 67-69 Irving Pl. Out of such an assortment it is a task to choose any special item for comment. Worthy of special mention, are the two items illustrated. The dainty Dresden china figures, each one of which is a thing of real beauty in its concep-



tion, offer a splendid assortment for one in search of this type of china. These, of course, are nothing new, but rather ornaments which are old. Of late they have come back into vogue and are now more popular than ever. The big display of these offers a range of sizes from the small five inch figures to those standing about a foot high and may be had either in single figures or in groups. Their coloring is exquisite and presents an assortment and combination of delicate tints that are delightful in their effects. An outstanding feature of these is the way in which real lace has been utilized such as collars and cuffs on the males and the dainty dresses of the female statues. Real lace has been chinafied and its effect is charming. Among the concerns Spanish importations are to be seen a showing of very pretty iron coffee tables which are also deserving of special attention. There is a large display of these featuring a wide variety of decorative schemes in the way their tops have been worked out, no two being alike in design. These are of real Spanish tile, glazed and fired, which are cemented into the wrought iron. Color combinations of light and dark blue, yellows and greens, typically Spanish in their effects give a pleasing finish. It is interesting to mention in passing that



these same tiles have been used for the steps of the Spanish building at the Sesqui Centennial Exposition at Philadelphia. The tables are offered in four sizes.

Rosenthal Showing Another New Shape

Offered to the trade as their second creation in thin ivory body, The Rosenthal China Corp., 149 Fifth Ave., have brought out in their "Beautiful Danube" shape something which is destined to make an immediate appeal to the American trade. This new shape follows their "Corona," the first shape brought out by the firm in ivory. To apply the word graceful to the "Danube" shape seems scarcely to do it justice. From a symmetrical round foot the low sides of the cover dish gracefully round outward and upward to the point where they join the flange. Tall high handles Viennese in character, add a further charming effect, while the cover which is slightly inset is delicately rounded and finished with a pointed knob. The Rosenthal China Corp. are offering this lovely shape in an assortment of floral treatments and incrustations, each of which is quite in accordance with the charm of the shape. The full line will be exhibited by them at the Pittsburgh Show.

York Trading Showing New Ware

New Bavarian china dinnerware of excellent design and decoration is being shown by The York Trading Co., 42 East 10th St., New York. These sets are some of the firm's latest importations, displaying beautiful conventional and floral borders with coin gold handles and gold line edges, to service plates and covered dishes. A full line of earthen cooking ware, tea sets, in beautiful decorations and numerous enticing gift items are also among the large collection of these importations. A visit to the firm's showrooms, above mentioned, would be a convincing proof of these attractive offerings.

T. G. Hawkes & Co. Enlarges Showrooms

The T. G. Hawkes & Co., 542 Fifth Ave., New York, have been fortunate in securing an adjoining room to add to their present large showroom. This new room will duplicate the artistic interior that has characterized their finely appointed showroom, but will be in reality a reception room, although a display of the firms' handsome glassware will be seen in this room also. The former room will have new mirrors added to the present ones, completing an unbroken mirror effect about the entire room, reflecting the rich glassware to excellent advantage and carrying out still further the beauty of the interior. Many new numbers of engraved and cut crystal are to be shown in both rooms, together with a large variety of gift items. These uptown showrooms have proved a most gratifying experiment to the concern, and the desirable and accessible locality has met with unanimous favor both from visitors and friends.

New York Imports

November 27

S. S. Noordam from Rotterdam, Holland

Lazarus & Rosenfeld, 51 packages crockery
 Fourman Bros. Co., 9 cases crockery
 Borgfeldt, G., & Co., 26 cases crockery, etc.
 Basch, S., Imp. Corp., 200 cases crockery
 Strauss-Eckhardt Co., 226 cases toys and crockery
 Illfelder, B., & Co., 23 cases toys and hollowglass
 Woolworth, F. W., & Co., 48 cases toys and crockery
 Grace Natl. Bank, 51 cases crockery
 Natl. City Bank, 29 packages crockery

S. S. Samaria from Liverpool, England

Meakin & Ridgway, Inc., 41 packages china and earthenware
 Butler Bros., 9 crates earthenware
 Plummer, W. H., & Co., 2 tierces earthenware and china
 Little, G. F., 4 casks earthenware
 Pitcairn, W. S., Corp., 43 packages earthenware and china
 Leyland, P. N., Inc., 5 cases earthenware
 American Hawaiian S. S. Co., 78 packages earthenware, glassware, etc.

S. S. Homeric from Southampton, England

Bernhardt, E. J., & Co., 5 cases glassware and porcelain
 Khouri, A. N., & Bro., 8 cases glassware and porcelain
 Bernard, J. E., & Co., 50 cases earthenware and porcelain
 Haviland China Co., 40 casks porcelain
 Downing, R. F., & Co., 5 casks porcelain
 Vogt & Dose, 5 casks porcelain
 Streiff, C., 9 casks porcelain
 Strauss, N., & Sons, 163 casks porcelain

S. S. American Merchant from London, England

Tobias & Co., 4 cases earthenware

November 29

S. S. Hellig Olav from Oslo, Norway

Williams & Hennings, 2 cases ceramics
 Vandegrift, F. B., & Co., 3 cases china
 American Express Co., 1 case porcelain
 Byrnes, W. J., & Co., 3 cases crockery
 Macy, R. H., & Co., 2 cases crockery

November 30

S. S. Stavengerfjord from Oslo, Norway

Edmiston, H. C., 1 case glassware

S. S. Westphalia from Hamburg, Germany

Sheldon, G. W., & Co., 11 cases china and earthenware
 Richard, C. B., & Co., 18 cases lamps
 Phillip Freeman Co., 12 cases glassware
 Stern, S., & Co., 8 cases glassware
 Ruhe, F. H., 16 cases glassware
 Robold, J. C., & Co., 3 cases porcelain
 Amer. Kreuger & Toll Co., 3 cases porcelain
 Atlantic Fwdg. Co., 5 cases earthenware
 N. Straus & Son, 91 cases crockery and hollowglass
 Wolf, L., & Co., 1 case crockery, 1 case hollowglass, 5 cases toys
 Mohawk Novelty Co., 19 cases toys, crockery, etc.
 Hirschberger, M., & Co., 8 cases crockery
 Singer Bros., 7 cases glassware
 Abraham & Straus, 1 case glassware
 Hern, J. A., & Son, 4 cases hollow ware
 Ruhe, F. H., 1 case glassware
 Lorsch, A., & Co., 20 cases glassware
 Ruhe, F. H., 41 cases hollow ware
 Natl. City Bank, 15 cases glassware
 Hirschberg-Schutz Co., 3 cases glassware
 Reimer, Fred C., Co., 25 cases crockery
 Sellers, C. W., 6 cases decalcomanias
 Friedlaender, O. O., Co., 34 cases glassware, earthenware, etc.
 Noe, W. R., & Sons, 25 cases glassware
 State Bank, 7 cases hollowglass
 Stern, S., 18 cases toys, glassware, etc.
 Bloch, J. L., & Son, 49 cases crockery
 Atlantic Fwdg. Co., 14 cases glassware
 Wortheimer, Plehn & Levy, 2 cases crockery
 Benziger Bros., 2 cases china
 Downing, T. D., & Co., 1 case crockery
 Dritztraum & Co., 5 cases crockery
 Bengol Trading Co., 10 cases glassware
 Lazarus & Rosenfeld, 3 cases hollowglass
 Levy, M. D., & Co., 3 cases crockery, 2 cases toys
 Straub, P. A., & Co., 34 cases china and earthenware, 6 cases glassware
 Plummer, W. H., & Co., 3 cases earthenware, 3 cases hollowglass
 Fenton, A. W., Co., 8 cases crockery, 1 case hollowglass
 Sullivan, W. C., Co., 16 cases crockery
 Roessler & Hasslacher, 5 cases china

Wapler, N., 60 cases hollowglass
 Borgfeldt, G., & Co., 1 crate crockery, 12 crates earthenware
 Decorative Plant Co., 6 cases earthenware
 Bloch, L. D., Co., 18 cases crockery and earthenware
 Irving Bank-Columbia Trust Co., 3 cases glass, 6 cases crockery
 Richard Shpg. Co., 9 cases hollowglass
 Sullivan, W. C., & Co., 4 cases crockery
 Sheldon, G. W., & Co., 7 cases hollowglass and earthenware
 Altman, B., & Co., 5 cases glassware
 Elite Imp. Corp., 5 cases crockery
 Carsten, C. & E., 5 packages crockery
 Sommers, E. L., & Co., 1 case toys, 3 cases crockery
 Sheners, Inc., 103 packages crockery, glassware, etc.
 Shaffer, M., Co., 28 cases crockery
 Hirsch, G., Sons, 118 cases glassware
 Pomerance, S. H., Co., 62 cases glassware
 Sheldon, G. W., & Co., 17 casks majolica
 N. Y. Mdse. Co., 183 cases toys, etc.
 Globe Shipping Co., 396 cases toys, crockery, etc.
 Phoenix Shipping Co., 240 cases crockery and earthenware
 Bernard, J. E., 112 cases crockery

S. S. Mauretania from Southampton, England

Kraemer, F. L., & Co., 5 cases porcelain
 Rohner, Gehrig & Co., 9 cases earthenware
 English Antique Shop, 7 cases glassware, etc.

S. S. De Grasse from Havre, France

Amer. Shipping Co., 1 case crockery
 Tharaud Justin, 25 casks china
 Stern Bros., 2 casks china
 Haviland, Theo., & Co., 20 casks chinaware
 Atlantic Fwdg. Co., 2 packages china
 Sheldon, G. W., & Co., 8 cases terra cotta
 Hudson Fwdg. & Shpg. Co., 19 cases glassware (2 cases short)
 Borgfeldt, G., & Co., 1 case earthenware
 Downing, F. D., Co., 1 case glass and chinaware
 Todd, T. S., & Co., 1 case porcelain
 Inwald, J., Glass Co., 4 cases glassware

S. S. Chicago from Bordeaux, France

Hampton, J. W., Jr., & Co., 1 drum china

S. S. President Roosevelt from Bremerhaven, Germany

Corbett, M. J., & Co., 5 cases glass
 Hirsch, F. B., Co., 7 cases glassware
 Victor Co., 2 cases glassware
 Dritz Traum Co., 1 case glassware
 Mfgs. Trust, 5 cases glassware
 Veith, A. & H., Inc., 5 cases glassware
 Morris Goldberg Sons, 4 cases glassware
 Elliott, Greene & Co., 3 cases glassware
 Kuyper, P. C., & Co., 6 cases glassware
 Phoenix Shpg. Co., 5 cases glassware, 2 cases crockery
 Henjes, F., Jr., 10 cases glassware
 Namm & Singer, 6 cases glassware
 Willenborg, C., Co., 3 cases glassware
 Continental Ceramics Corp., 21 cases crockery
 Hensel, Bruckman & Lorbacher, 3 cases earthenware
 Munzer, A., Inc., 7 cases china
 Hussa & Co., 1 case glassware
 Sachtleben, F. B., 7 cases crockery
 Sullivan, W. C., & Co., 1 case china
 Bailey, Green & Elger, 12 cases glassware
 Borgfeldt, G., & Co., 89 cases toys and crockery

S. S. Leviathan from London, England

Pickfords Colonial, Inc., 1 plc. earthenware
 Titan Shpg. Co., 1 case chinaware
 International Fwdg. Co., 1 cask glassware

S. S. Pipestone County from Havre, France

Andrews, D. C., Inc., 2 cases earthenware

Jordan Marsh "Shoppers' Garage"

The new garage, used by Jordan Marsh Company, Boston, for the convenience of its patrons and known officially as the Shoppers' Garage, Inc., was opened to the public recently.

It will be under the supervision of John V. Finn and Joseph Sullivan.

The great building, which should revolutionize shopping conditions for Jordan Marsh customers accommodate over 600 cars and represents the last word in modern

(Continued on page 37)

Installment Plan Selling On Increase

RETAIL distribution of dinnerware on the installment plan seems to be growing rapidly, according to high pressure advertising that is being put out by some distributors. In daily and weekly newspapers, also in magazines are to be found advertising matter wherein dinnerware is offered for sale on a small down payment, but it remained for the M. J. Rose Co., at Canton, Q., to reach a new height in pushing the sale of dinnerware on the installment plan.

Customers—new ones were being sought by this distributing house, and in page advertisements the story of the sale was told. The ware that was featured in this particular sale was of a pattern that could always be retained in open stock, so that when new customers sought replacements or additional items to enlarge the set, the same pattern was available.

According to some of the producers in this district, more dinnerware has been put out during the last year on the installment plan than ever before. Not only have furniture stores been entering the dinnerware installment business, but many other merchants have been doing likewise.

Large mail order houses have been using weekly and monthly farm publications with considerable success in selling dinnerware on the installment plan, some of these houses shipping direct from their own distributing houses, while others are having drop shipments made from the factory.

On this page is to be found a reduced reproduction of the page publicity used by the M. J. Rose Co., at Canton, and on the day following the first publication of this advertising matter, hundreds of sets of dinnerware were sold.

To Outline Business Regulation

Plans for carrying out the national program for elimination of costly trade abuses and unethical business practices, which has for its object the eventual complete self-regulation of American business, will be outlined at a meeting of the National Trade Relations Committee of the United States Chamber of Commerce to be held in Chicago on December 3.

Encouraged by the progress reported at a meeting held a few weeks ago, attended by representatives of 29 trade associations, the committee is preparing to extend its activities by working out a specific course of action. To this end, a detailed plan of procedure will be submitted by the chairman of the committee, A. Lincoln Filene of Boston.

The plan proposes practical methods for the formation within the various trades of joint trade relations committees composed of manufacturers, wholesalers and retailers.

Conditions which suggest the need for such trade relations committees to take the lead in adjusting controversies in the individual trades and in establishing business standards will be discussed by members of the national committee with representatives of trade associations with headquarters in the central states.

As a further step towards organizing its activities, a resolution defining the scope of its program has been prepared as a guide for the work of the committee. The resolution emphasizes particularly that "the purposes and efforts of the National Trade Relations Committee and Joint Trade Relations Committee shall be confined to the abatement of such unethical practices as are not contemplated by the Federal Trade Commission; and as are not generally regarded as illegal."

The joint trade relations committee, the ac-

tive unit in the national program, is described in the tentative plan which will be presented as "a committee representing a particular merchandise-group, such as men's clothing, for the purpose of arriving at (1) a common understanding of the problems originating in the dealings between manufacturers and wholesalers; manufacturers and retailers; wholesalers and retailers; (2) practical methods for the abridgment of commercial misunderstandings and disputes."

Methods by which committees may accomplish the collection and investigation of trade abuses are mentioned and means described "whereby complaints of practices may be collected, compared with each other and acted upon."

AT THE M. J. ROSE COMPANY

118-pc. Complete Table Service

FOR EIGHT PERSONS

Sebring's Royal Ivory Porcelain, Guaranteed Firsts

Dinnerware, Silverware, Glassware and Linen

Everything necessary to serve eight persons in luxury and style. Priced amazingly low and sold on convenient easy terms that make it possible to own and pay for this set without noticing the outlay.

The Dinnerware is Guaranteed Not to Crack

A Guarantee With Each Set Silverware

Why the Service for Eight?

A master stroke of merchandising genius originated the idea of the service-for-eight. The vast possibilities brought dinnerware and silver in dozens but expensive silver is that valuable when more than eight sit down to a table are few and far between.

Why buy more than you can use?

Sets of six are large enough. If you play cards or entertain more than one couple you must provide for eight. Hundreds of families were interested. Invariably an interest in and preference for sets of eight was expressed. This complete Tableware Service for eight is the result, and it's a beauty!

Every piece in this service is of latest and most attractive design, exclusive, dependable, usable.

The low price at which we offer this complete tableware evidences again our determination to serve you with the market's greatest value.

66-Piece "Royal Ivory" Dinnerware Set

Famous "Barbara Jane" Shape

A sensational set of Sebring's famous Ivory Dinnerware in exquisitely modeled porcelain. A distinctive and distinguished American pattern with exclusive design with graceful flanges.

The color is a rich, warm ivory. The dinnerware has a unique design in four colors—white, blue, red, and green.

The handles are covered with color.

The complete set of 66 pieces is so well planned that every piece is a serviceable piece, nothing superfluous, but everything necessary—and all large, substantial, dependable pieces.

This dinner set on your dining table will beguile the guests and add to the pleasure of entertaining.

8-1/2" Dinner Plates
8-1/2" Salad Plates
8-1/2" Bread and Butter Plates
8-1/2" Soup Plates
8-1/2" Fruit or Dessert Plates
8-1/2" Teacups
1 Cream Bowl
1 Cream Pitcher
1 Cream Canister
1-1/2" Open Vegetable Dish
1-1/2" Meat Platter
1-1/2" Round Vegetable Dish
1-1/2" Open Butter Dish
1-1/2" Covered Sugar Bowl
8-1/2" Plates

100% Pure Ivory

Our Special Chain Store Price

\$19.95

for the entire 118 pieces.

Includes all four sets illustrated.

THE M. J. ROSE CO.

CANTON, OHIO

116 Fourth Street NW.

1 DOWN and WEEKLY

1 DOWN and WEEKLY

ture unit in the national program, is described in the tentative plan which will be presented as "a committee representing a particular merchandise-group, such as men's clothing, for the purpose of arriving at (1) a common understanding of the problems originating in the dealings between manufacturers and wholesalers; manufacturers and retailers; wholesalers and retailers; (2) practical methods for the abridgment of commercial misunderstandings and disputes."

CHICAGO OFFICE

312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Chicago Christmas Shopping in Full Swing

CHRISTMAS shopping is now in full swing in the Chicago departments and specialty stores. All of the china and glassware departments are making a drive for the business of the early shoppers and many specials in dinnerware, glassware, lamps and art goods are being sold this week. The Fair's sale of dinnerware held a prominent position in the china departments this week, where 50,000 pieces of dinnerware "at much less than half price" were offered. The stock offered was from the J. & G. Meakin Pottery of England and was of first quality. One hundred piece sets were sold as low as \$19.98, while 32-piece sets could be had at \$4.55. Open stock values were included in the sale which attracted many customers early in the week.

The three Wieboldt stores were selling Nippon China lustre ware tea sets of 23 pieces at \$3.98 in blue and tan with black handles to contrast. A group of lamps and shades complete, offered by this store this week for \$6.90

included some unusual merchandise which ordinarily would sell up to \$15 or \$18.

Mandle Bros. had 23 piece imported tea sets made in Czecho-Slovakia artistically colored and decorated, at \$3 per set. Sets of 18 pieces of amber glassware were offered at \$3 per set and were taken readily.

Hillman's featured \$1 numbers on Monday of this week, including a great assortment of hand-painted glassware in perfume bottles, boudoir pieces, ash receivers, cigarette boxes and flower vases.

J. J. Braze Co., 533 Canal St., New York City, maker of metal specialties for lamp manufacturers and fixture trade is now represented in Chicago by Helm & Soukup, 17 N. Wabash Ave., Chicago, who have the complete line on display.

Rapaport Bros., makers of lamps and marble bases have opened a temporary store at 555 S. Clark St., Chicago, where they are selling a complete line of marble pieces imported from Italy. The lamps of their own manufacture, however, are sold through the regular jobber and dealer channels.

The Radio Glass Co., of Lumberport, W. Va., has appointed Kelly & Reasner, Shops, Bldg., their representatives for Chicago and vicinity.

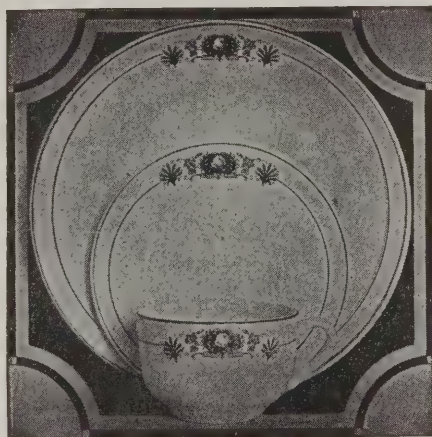
Among the chosen few of the "110,000" who witnessed the Army-Navy football game here were Martin Carlstrom of Martin's Merchantile Co. and George Turner, factory representative.

The Superior Furniture Co. has increased its capital stock from \$25,000 to \$50,000.

The Union Housefurnishing Co., 6820 State St., East St. Louis, Ill., has been incorporated with a capital stock of \$1,000. H. E. Trask is the manager and president.

D. Saunders Co., 17 N. Wabash Ave., is displaying some new and interesting numbers from the Dunbar Flin Glass Co. Among the most unusual of these is a new water set in the Czecho shape. This set comes in two tone luster in various colors. It consists of a pitcher and six glasses.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown Phone
Etchings, Cuttings Central 3497
and Iridescent.

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 980

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Lewis Simpson & Co. are having new display fixtures installed in their showrooms at 17 N. Wabash Ave. These new fixtures will have a backing of mirrors and will give the Simpson display a much more brilliant appearance with their various lines of colored glassware than possible with their old arrangement.

Bert Rinkin, representative for John B. Salterini & Co., the middle west territory, has temporarily given up his display space in the Furniture Mart Building. He will announce a new location within the next week or ten days. The Salterini line will again be on display in the

new addition to the Furniture Mart when that building is completed, which will be prior to the big July market.

William R. Noe & Son, New York lamp and specialty house, have taken space in the Furniture Market and will have their complete line on display commencing January 2. Irwin Freyer, traveling representative for the company, was in Chicago during the past week calling on the trade.

Oscar Helm, of Helm & Soukup, Shops Building, left Chicago Monday night of this week for a business trip through the east.

Chain Store Sales Increase 7 to 41 Per Cent

October was a banner month for the majority of the chain-store systems of the country. Sales increases ranged from 6.9 per cent to 41 per cent for the month and almost similar range for the first ten months of 1926.

The Hartman Corporation during October had net sales of \$1,595,674, a gain of 4.6 per cent over the same month of 1925. For the first ten months sales amounted to \$15,319,953, an increase of \$3,309,119, or 26.7 per cent, as against the corresponding period of 1925.

S. S. Kresge October sales were \$10,934,934,837, against \$9,992,234, in October, 1925, or a gain of 9.4 per cent. For the first ten months sales were \$87,810,650, against \$78,556,814, or a gain of 11.7 per cent.

S. H. Kress & Co. reported October sales of \$4,260,119, an increase of 5.3 per cent over those for the same month last year. For ten months they report sales of \$37,379,069, an increase of \$4,133,918, or 12.4 per cent, over last year.

Sales of the G. R. Kinney Company, Inc., in October reached \$1,635,547, against \$1,789,517 last year, or a decrease of 8.6 per cent. For the ten-month period Kinney sales were \$14,092,078, as compared with \$13,856,477, or a gain of 1.7 per cent.

W. T. Grant Company had sales of \$3,798,933 in October, an increase of 14 per cent over October, 1925. Sales for the first ten months this year were \$25,754,099, or 17 per cent, more than those in the same period last year.

McCrory Stores sales for October were \$2,909,611, as against \$2,724,690 last year, or a gain of 6.7 per cent. For the ten months the sales amounted to \$24,618,508, against \$21,572,069, an increase of 14.1 per cent.

The Metropolitan Chain Stores sales amounted to \$1,047,746, an increase of 26.3 per cent over the \$829,222 reported for October, 1925. For the ten months they were \$7,857,260, against \$6,047,789, a gain of 29.9 per cent.

The Peoples Drug Stores' October sales totaled \$537,752 against \$428,101 last year, or a gain of 30.3 per cent. For the first ten months this year the sales were \$4,942,467, against \$4,246,185 last year, or an increase of 16.4 per cent.

McLellan Stores Company had an increase of 41 per cent in October sales. Sales for the month this year were \$945,562, against \$670,451 last year. The ten-month increase was 36.9 per cent and sales aggregated \$6,224,385, against \$4,472,820 last year.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China
 ENTIRE FIFTH & SIXTH FLOORS—49-51 WEST 23RD STREET, NEW YORK CITY

HAVE THE PLEASURE OF ANNOUNCING THAT THEIR 1927

IMPORTATIONS ARE NOW READY FOR THE TRADES' INSPECTION

We are featuring a wide selection of new Ivory Border encrustations that are certain to bring you many new customers. These are exceptionally deep and are combined with an additional broad gold band and line treatment on the shoulder. They are destined to bring immedi-



HEINRICH & CO.'S
mark is an
 Assurance of Quality

ate sales and a quick turnover.

In dinnerware our offerings are larger and better than ever featuring a wide range of new decorative treatments in Ivory, while our showing in open stock service plates is one that you should not miss seeing.

FROM STOCK OR IMPORT

A visit to our Salesrooms will convince you!



A Distinctive American Product



For Home Decoration

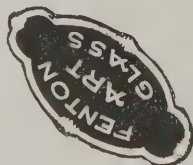
Sold Thruout the World

Send For our Beautiful
 Catalogue in Colors.

Factory and Offices

FENTON ART GLASS CO.

Williamstown, W. Va.
 U. S. A.





Entrance
to Palace
of Arts

PHILADELPHIA SECTION



The
Tower
of Light

AS far as the local offices of manufacturer's agents, jobbers and importers are concerned, the wholesale business for holiday trade is practically done. Some rush orders for express shipments are being received to complete items that have been sold. In the retail way, the week end business for the last month has been very big and the Christmas business has probably started since Thanksgiving Day, as all the department stores in this city are busy and it is getting better every day.

The new building erected as an addition to the Gimbel store which was formally opened on Monday, November 22, is located on Ninth St., and extends from the old section of the Gimbel store to Chestnut St. and along Chestnut St. it runs east for two-thirds of the block. The building is twelve stories high with two basements. It is advantageously located across Chestnut St. from the new Ben Franklin Hotel and gives the Gimbel store an imposing entrance from Chestnut St. The China Department will still be located on the fourth floor of the Market St. building, but will take in nearly twice as much floor space as heretofore, as space formerly used by the Lamp Department has been added to the China Department. The lamp section has been moved to that part of the fourth floor formerly used by the Toy Department—the Toy Department having been moved to the fourth floor of the new building on Chestnut St.

Otto Schmitt, who has been an assistant to Paul Larson for the past ten years, has severed his connection with Mr. Larson and has taken a position as an associate to Albert E. Burns, Phila. agent for the Monongah and Inland Glass Companies.

John F. Lane, agent for the Federal Glass Co., has received samples of the new Polka Dot and Diamond Optic Pressed-Blown tumblers at prices, which he says are most interesting. He also has a wonderful new line of stemware with Amber Feet and Stems and Crystal Bowls supplied with special needle etchings at very attractive prices.

The Philadelphia office of the United States Glass Co. reports a very active business for the last three months and hopes to get completed shipments made for all orders taken and if so, they will be well ahead of their last year's business, due to the combined efforts of Capt. J. A. Temple, manager, and his associates, Messrs. Downs, Harper and Miss Barton.

Joseph Tomkinson, agent for Duncan & Miller and Fostoria Glass Companies, reports the receipt of samples of the new rose color made by the Duncan & Miller factory in reproductions of the shapes of Early American Glassware. He was so impressed with this new line that Francis Tomkinson, who is associated with his father, took an extra special trip over his territory up the State for the last three weeks and reports having taken several nice orders on the new line.

Albert Burns, formerly located at 921 Filbert St., and who is the agent for the Monongah and Inland Glass Companies, has removed his office to the new building at 144 N. 10th St., where he will be pleased to greet his many friends.

Another Gift Show for Philadelphia

Another Art & Gift Exhibit is to be held in Philadelphia this coming spring. It is the International Art and Gift Exhibit.

We found George S. Winner, president of the Verna Mae Manufacturing Company, Inc., of Philadelphia, in his office at the Benjamin Franklin Hotel, smoking a cigar and dictating letters at the same time, to a stenographer whose pencil was flying over her book at an exceptional rate of speed.

We stood waiting for recognition and heard him say, "We are assigning rooms 714 and 715 to you for your exhibit. All horses, tables and sheetings will be set up and ready for use according to our contract. Thanking you again for your check, We remain Very truly yours, George S. Winner, Managing Director. Take this one also. . . ."

(Continued on page 28)

JOSEPH TOMKINSON

1104 Arch St., Philadelphia

FOSTORIA GLASS CO.

DUNCAN & MILLER GLASS CO.

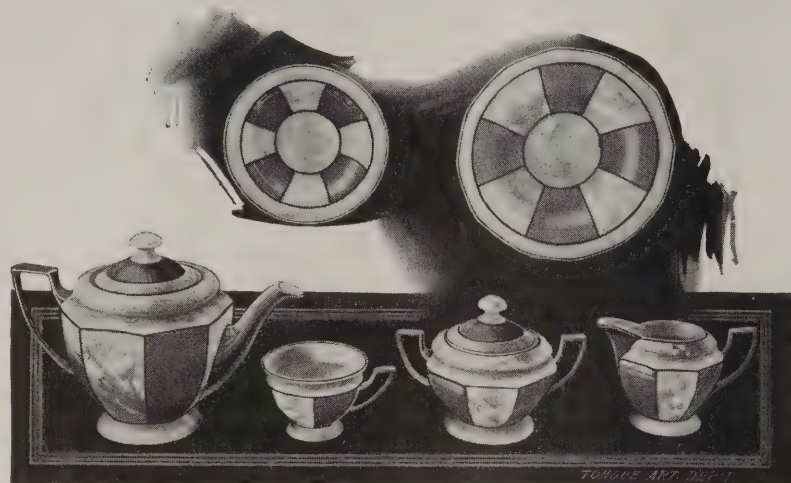
DRESDEN POTTERY CO.

Fostoria complete glass dinnerware colored and crystal plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glassware colored and crystal.

Dresden Pottery Co., the new Apollo shape with many attractive decorations.



Tea Sets of Delicate Color and Odd Shape

We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts.

Philadelphia, Pa.

WILLIAM C. BYRNES

Burd Bldg., Philadelphia, Pa.

Representing

CENTRAL GLASS WORKS

Makers of
Fine Glassware
Since 1863



Two Tone Stemware
Pleasing Color
Combinations
in
Old Rose, Green and
Amber

Complete Assortment of Lunch Trays,
Cheese and Crackers, Candy Jars, etc.

A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware
at Attractive Prices

HARRY M. BORTZ

REPRESENTING

TRADE MARK

HEISEY'S GLASSWARE

FOR YOUR TABLE

FOR HOME

Philadelphia



DECORATION

Office

406 Vandam Bldg.

1005 MARKET STREET

FRED STOTT, Successor

Formerly

PEACOCK AND ROOP

1007 Filbert St.

Representing

Economy Glass Co.

Indiana Glass Co.

D. C. Jenkins Glass Co.

Westmoreland Glass Co.

Space Saver Dish Co.

Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed
Hotel Tumblers, Tableware, etc., Decorated Glassware,
Colored Glassware, Plain and Cut, Sanitary Space Saver
Dishes and Fountain Supplies.

JOHN F. LANE

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty

Colored Stemware

Pekoe Glow, Burgundy, Green, Blue and Amber on foot
and stem. Have above line in New Rose Cutting on
spiral optic.

Paul L. Larson

1104 Arch St.

Representing

HOCKING GLASS CO.

McKEE GLASS CO.

LANCASTER GLASS CO.

MOUND CITY GLASS CO.

Crystal and Decorated Glassware

JOHN A. NIXON

906 Filbert St.,

Philadelphia

Representing Leading Lines of Pressed and
Blown Table Glassware and Pottery

Cambridge Glass Co.

Dunbar Flint Glass Co.

N. O. Cederborg Co.

Susquehanna Cut Glass Co.

Zanesville Stoneware Co.

*Glassware and Pottery in Popular Colors with Gold and
Iridescent Effects—Commercially Priced for Dept. Stores,
Gift Shops and Jewellers*



NOVELTY FISH AQUARIUMS

No. 106 B

Oval Aquarium with
Black Glass Stand
Holds 3 Quarts

Ask for Circular
Showing Full Line
Black Glass Stands and
Iron Stands

GILLINDER & SONS, Inc.

Tacony Philadelphia

UNITED STATES GLASS CO.

705 Vandam Bldg.,

N. W. Corner 10th and Market Sts.

Philadelphia

*Complete Line
Pressed and Blown Glassware
Lamps and Novelties*

J. A. HEMPLE

Sales Representative

Filene Store Takes Space on Financial Page

Why should a big store insert an advertisement in the financial section of a newspaper? Merchants of this city are asking this question following the action of William Filene Sons Co., Boston, taking a quarter of a page in one of the local newspapers.

The move started a number of rumors in circulation about the future of the store, but as Louis Kirstein, vice president, pointed out, the reason for the departure from the orthodox method advertising is explained in the caption, which stated:

"This information is printed in a form and on a page which business men read, for the reason that these facts about the Filene business are of particular interest to business men, and are not, as a rule, included in our regular advertising because (frankly) the general public is not, as a rule, interested in details like these.

And the details referred to included a discussion of the store's method of buying, merchandising and some facts and figures on sales volume of 1926.

The statement on the store's business is considered timely, especially at this time, when there is talk of a falling off in sales. For the first eight months of the firm's fiscal year, from February 1 to October 1, 1926, sales were \$1,000,000 more than for the corresponding period of 1925, or in fact for any other year in the history of the house.

Just how the store operates its buying system through the Associated Merchandising Corporation was also ex-

plained with the added word that every department in the store was owned and operated by the firm of William Filene Sons Company.

Another paragraph in the copy dealt with the subject of foreign-made merchandise, a topic of endless discussion in New England.

"We want business men who are interested in developing New England industry," the ad read "in particular and American industry in general to know that Filene's foreign business is fewer than 10 per cent of the total volume. It is Filene's policy always to give the preference to American goods when purchases can be made here to equal advantage. Its foreign goods are those which possess some distinct advantage over American goods, and for which there is a distinct demand from Filene customers."

Changes at Bullock's

Bullock's department store, Los Angeles, announces the following changes in the personnel of the general office:

P. D. Fraser has assumed the supervision of the auditing office.

R. B. Dozier and John W. Lynan have been named to the statistical division. Mr. Dozier recently graduated from Harvard University, where he specialized in detail store management. Mr. Lynan comes here from Chicago and is a graduate of Northwestern University.

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

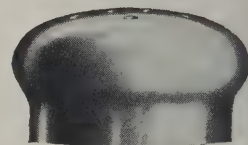
MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

MANUFACTURED BY

COLLINS & WRIGHT, Inc.

PITTSBURGH, PA.



No. 282-2

WILL NOT
TURN
BLACK
—
STRONG



No. 133

EASY TO
CLEAN
—
NO OUTSIDE
THREADS TO
GATHER DIRT



No. 116

Philadelphia Gift Show

(Continued from page 25)

Then he looked up. "Well," he said. "Very well," we answered. He looked worried. "How many rooms do you want, he asked. "I don't want any, I'm a reporter." "Sit down," said Mr. Winner. "Take this letter, Miss Smith. Gentlemen. . . ."

"Now," said Mr. Winner, "what can I do for you." I told him that I wanted the story of the new Exhibit. "Philadelphia," he began, "seems to be a mecca for conventions—both social and business. I have no time for the social, but look what we are doing on the business convention end." He showed me a pile of papers.

"Look them over and then I'll talk to you, I'm pretty busy now," he said handing them to me. "Miss Smith, take this letter. Gentlemen—your application received. . . ."

I read what he had given me. A prospectus of the new exhibit was before me with an explicit account of every detail, details that every manufacturer of Art & Gift wares are interested in. It brought out the exceptional facilities of the Benjamin Franklin Hotel for Exhibit purposes, and its location in the buying center of Philadelphia. It explained that every effort was being made to simplify the efforts of the Exhibitors. Everything was to be in readiness for the display, the minute the exhibitors put in their appearance at the Hotel. It seems

that a brass band and a reception committee is to welcome each exhibitor.

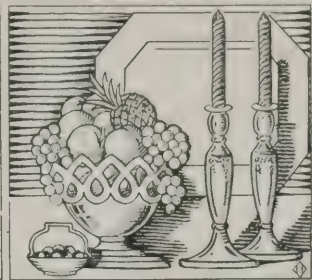
I also noted the advertising campaign that was to be run in the various magazines, advertising to the buyers at the coming show, the sales letters to the prospective exhibitor and all.

I waited until Mr. Winner turned around once more. "Why," I ventured, "do you make such an effort to explain to your prospective exhibitor that 'everything is in readiness' policy?"

"For the simple reason in former exhibits, the 'nothing in readiness' policy has been adopted. We are making a radical exchange. We want every exhibitor to be satisfied." He looked at me as if he pitied me for asking such a question. I saw he wanted to get rid of me, but I tried another question. "When," I asked, "does this affair come off?" Again Mr. Winner looked at me rather condescendingly. "The Prospectus reads from February 28th to March 5th—I thought you'd read it," he said and I got my hat and overcoat.

Mr. Winner seems to be a man who has a purpose in life and it's not answering foolish questions. He was pretty busy, but nevertheless I felt a little "sat on." He turned to go when up he got and took my hand. "Sorry," he said, "if I've been abrupt, but I'm going to put this show over so that every exhibitor gets his money's worth and it's a lot of work." His friendly smile as he spoke eased my mind completely.

EVERY DAY A GIFT DAY



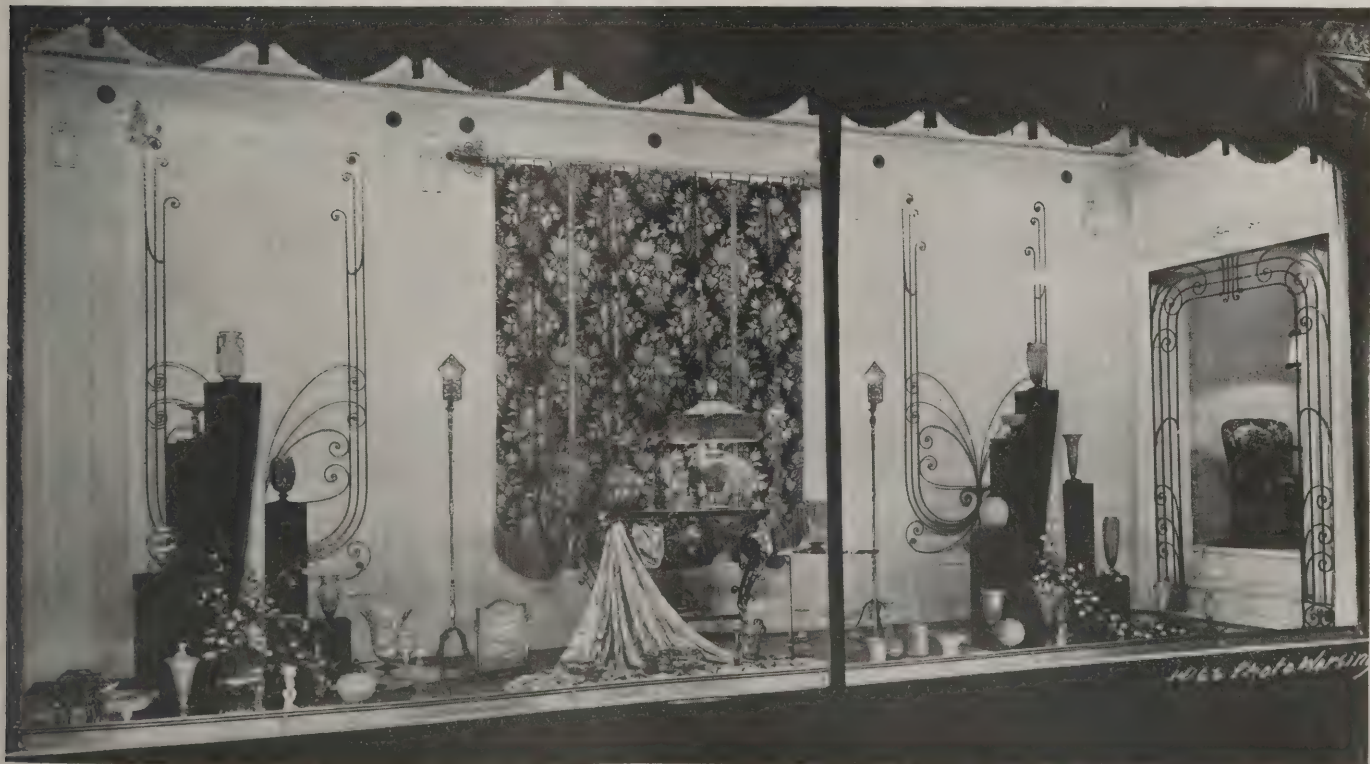
Attractive Windows Lure the Wary

SO much has been said about window dressing that it is almost a tabooed subject, yet in recalling some of the features of this selling art, it will be remembered that novelty and constant change means established popularity and are strong drawing cards which have proved to be the best sources of advertising. The larger Gift Shops have not paid more attention to this form of publicity than the smaller ones, in fact, the smaller shops seem to have realized the real meaning of attractive and original window dressing and have put their best thoughts in achieving different and striking effects. Take, for example, the little shops in suburban towns, in almost every instance these shops keep up a constant change in their window displays, bringing into effective use significant anniversary favors and special seasonable color scheme inducements.

One little shop employed the sprinkling of paper leaves in autumnal colors among the various gifts for the Halloween festivities, another hung suspended from the win-

dow tiny hearts on red ribbons for Valentine attractions, while another window displayed flags and Continental paper hats with feather quill pens for a background for Washington's birthday. Artificial flowers are especially desirable at this season and when arranged in tall pottery or glass vases present one of the most attractive forms of window decorations. These artificial flowers come in all the natural blooms and there is a refreshing influence in their truthful development. The new glass flower bowls and art pottery receptacles are noticeably appropriate for the use of floral decorations and provide a lively arranger for either natural or artificial blossoms.

Neatness and tidy arrangement is a potent factor in any window dressing and harmony in color should be faultlessly adhered to. No fighting color ought to exist to mar the beauty of a decorative scheme. Let artistic sense be the guide for attractive window decorations and watch the effect. If passers-by turn back to note some special feature, your window is a success and a magnet which will bring you future if not immediate returns. Make your windows you—your individual personality.



Artistic display of imported and domestic glassware by L. Bamberger & Co., "One of America's Great Stores" at Newark, N. J.

Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By BEATRICE MILLER WISNER

"Fish" Character Lamp by Fulper Pottery

ONE of the newest oddities from Fulper Pottery, Flemington, New Jersey, distinctive in its originality, is the wonderfully conceived figure lamp illustrated by the famous artist "Fish," the popular cartoonist of *Vogue* and *Vanity Fair*. These unique figures are also used on ash trays and vanity powder boxes which come individually boxed with "Fish" characteristic label.

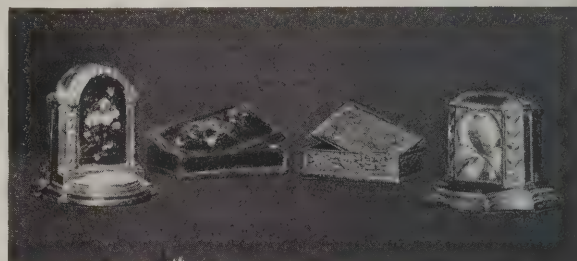


This lamp is appropriately christened "Lonesome," and at a glance betrays the significance of its name. The beautiful shade in parasol effect makes a fine canopy for the unusual little figures so bewitching in their symbolic study and pose. These subjects by Fulper Pottery are all copyrighted and are conspicuous demonstrations of fine coloring and splendid modeling; truthful examples of the "Fish" individual art.

Book Ends and Boxes In Antique Style

The unique and artistic dresser boxes and book ends, from Howard G. Selden, 225 Fifth Ave., New York, showing period designs of the 17th century reproductions in antiqued gold finish with prints by old masters for decoration, are novelties of superior craftsmanship. These are of composition, the prints in subdued colors. Various objects are offered including candlesticks, mirrors, lamps, plaques and other fascinating items. The

urge for ornate pieces continues, and these delightful novelties are useful additions to milady's dresser and for decorative purposes to harmonize with any type of interior



scheme. Anniversaries afford a fine opportunity for these little art treasures, for gifts of artistic value find their way to the hearts of those who appreciate reproductions of master crafts.

Lovely Crumb Set in Native Design

Every woman covets a decorative crumb set, and the one pictured from Taiyo Trading Co., 101 Fifth Ave., New York, is the latest in Japanese Black Lacquer, beautifully decorated with bird and morning glory in gold and colors. An ornate gold scroll pattern decorates the edge. The knife edge which accompanies the tray in same design, is also an attractive piece. The illustrated tray is approximately 7½ inches square. For an inexpensive gift these trays would be acceptable for their usefulness



and artistic value.

Lavinite Ink Stand of Artistic Design

A gift to delight masculine hearts, the splendid writing desk set with ink bottles is one of the latest Art Industries, Inc., 225 Fifth Ave., New York, Lavinite black marble offerings. The excellent modeling, fine proportion and practicability of the stand appeals to those who want a real substantial desk accessory. Be-



ing of the high grade Lavinite marble, it is easily cleansed and this is one of the first essentials of an ink-stand, which is constantly in use. For desk, table or individual writing tablet, these desirable sets are indispensable. They come in several sizes and attractive designs. Gift shops are now featuring writing table equipment and the ink stand illustrated is another good item to add to these desk requirements.

Unusual Colonial Candlelight



Early American in design, the Candlelight shown, from Dela Croix & Monroe, 225 Fifth Ave., brings back to memory the simplicity of Colonial days. Exactness in reproduction and fine lines true to period design, is an appealing element in its favor. For boudoir or desk use, candlelights always lend an air of elegance and distinction to the room, even if one or more are employed the numbers are not incongruous and will not overshadow other luminators. With the present vogue for Colonial furniture these candlelights fit in nicely with odd tables, stands or whatnots of period character.

Bohemian Hand Painted Glass Lamp

For the dainty boudoir, the little lamp illustrated from S. C. Lyons, 18-20 West 21st St., New York, has distinction and beauty for its passport. This lamp is made in



Bohemia by native artists who have been trained since childhood in the art of decoration, thus the painting shown on the lamp is an original decoration from the skilled hands of those who have lived in the atmosphere of idealistic art. These lamps come in pairs or separately and are lovely additions to the dresser or night table. They show various designs to suit any type of interior color or decoration, and are modestly priced.

CUSTOMS RULINGS Printed Earthenware

Denying relief to the E. Weber & Co., Inc., the Customs Court rules that certain earthenware, having on the back thereof printed designs in the form of trade marks, was correctly assessed for duty as printed earthenware, at the rate of 50 per cent ad valorem under Paragraph 211, Act of 1922. Claim of the protestant for duty as plain earthenware, at but 45 per cent ad valorem under the same paragraph, is therefore overruled, in an opinion by Judge Young.

World Trend to Metric Standards Is Rapid

That the United States will inevitably adopt the decimal metric weights and measures is the declaration of Congressman Fred A. Britten of Illinois. Urging this step, in the interests of efficiency and economy, he says: "We have the decimal system for our money; we must have the decimal metric system for our weights and measures. Any child can learn it overnight. But there is not a man or woman living in the United States who can, off-hand and without a book, tell you our present various weights and measures."

Congressman Britten emphasizes the fact that our customary standards are different from those of the British—our gallon, quart, pint, bushel, hundredweight, ton and other units all being unlike theirs. "If we adopt the metric standards, the British Commonwealths would follow," he declares. All other civilized nations in the world are already on the metric basis.

In recent testimony before Congress it was pointed out that the world-wide trend to metric standardization is very rapid. Within the last 5 years Japan, Russia, Poland, Latvia, Morocco, Turkey, Greece, Esthonia, Lithuania, the Netherlands, Indies, Siam and Persia have confirmed by legislative enactment their adoption of metric units.

"With almost a billion humans using metric units in everyday transactions, it is manifest that these standards are simple and practical," declares Aubrey Drury, Director of the All-America Standards Council. "To secure them for ourselves, our old yard will simply be advanced about 10 per cent to the meter, or world yard; our old pound avoirdupois will be advanced about 10 per cent to the 500-gram weight or world pound; our old liquid quart will be advanced about 5 per cent to the liter, or world quart. All units will be decimally divided, like our currency."

Metric advocates declare that the new measures will greatly benefit our world trade and domestic trade, agriculture, education and household economics.

Analyze Business for Employees

Schuster's recently presented some interesting facts about its retail business to employees as follows:

The firm operates three stores in Milwaukee—each with eighty-eight complete specialized selling departments. Total floor area 674,997 square feet, exclusive of warehouses, garages, etc.

Have a minimum of 2300 employees.

Cater to a staple, steadily growing clientele gained over a period of forty-two years.

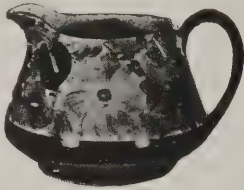
Three metropolitan stores, by virtue of their locations, cover Milwaukee completely. For example, the South Side of Milwaukee, bounded on the north by the river forms to all practical purposes, a city by itself of 170,000 population, of which Schuster's is the centralized shopping point.

Many years ago recognized the trend toward decentralized shopping and from one uptown store has grown to its present dominance in the multiple store in Milwaukee.

Is an independent organization.

China and Porcelain Ware

That We Can Always Duplicate



1 Qt. Jug.....	Each \$2.00
2 " "	" 2.50
3 " "	" 3.00

*Send for Sample Collection of
Newly Imported Porcelain Wares*

Write for Catalog in Colors

KOVAR'S, INC.

CZECHOSLOVAK ARTS AND CRAFTS

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225 Fifth Ave.

Bush Terminal
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Hunt Co.
41 Pearl St.

W. C. Owen, Inc.
17 N. Wabash Ave.

Mabel R. Skinner
2034 Eight Ave.

Finds Old Glass Cup Like One Christ Used

A glass cup of the first century A. D., which is said to be identical with that passed around the table at the Last Supper and therefore used by Christ, is to be exhibited, The Westminster Gazette understands, at a lecture which Dr. James Rendel Harris delivers Dec. 15 at Ryland's Library, Manchester.

It is possible, indeed, says the newspaper, that this cup may be the actual one that was used, although such a possibility would have been stronger if the cup had been found in Jerusalem. Anyway, whether it is the same cup or not, it is expected to throw important new light on the gospel text.

Dr. Harris is a famous scholar who devoted many years to work of ancient manuscript research. The cup, which he purchased at a high price, was discovered in the Crimea, the centre of an ancient civilization, by a German archaeologist and a friend of Dr. Deissmann of Berlin University, the famous New Testament exegetist.

The cup, which Dr. Harris is keeping under lock and key, was broken in transit to England, but has been mended. It is golden yellow in color and was made in a clay mold, probably in the glass factories of Sidon. It is about four and half inches high and holds nearly half a pint. It is shaped something like certain lamps used for street decoration and bears an inscription in Greek in raised characters.

Its full secret, it is said, will be revealed by Dr. Harris at his lecture.

Bloomingdale's New Salary Plan

Bloomingdale's, New York, attracted considerable attention in retail circles recently when the firm announced that it would drop the commission method of paying store employees.

In its place, the store now states, those departments where the commission of the salesforce have been dropped, will have their salaries adjusted by considering commissions earned in the past. In this way, the girl will be really earning her commission, but it will be given her as salary. Twenty per cent of the salesforce have already received this increase and salaries of the sales force have already increased more than 15 per cent because sales have increased.

In six months' time, after the spring sales, the salesforce list will be gone over again and increases will be given in proportion to the sales increase of each individual increase which in former times would be given as commissions but will now be additional regular salary per week.

The store also announces that arrangements have been made with the Travelex Insurance Company whereby employees can apply for life insurance without medical examination and premium payments can be made on a monthly basis if desired. This plan is also available to members of employees' families.

Separate policies will be given to each applicant and in case of discontinuance of employment, insurance can be continued in the same manner and at the same rates.

Oberlies Importers, Inc.

Crockery

Household Utensils

and

Lion Steel Ware

Richard M. Schmidt, Representative

The Best Enameled Ware

The Ware That Wears

OPENED NEW HEADQUARTERS

10 EAST 15TH STREET

NEW YORK

Ready for Business

Ask for Catalog

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"A MORECROFT PRODUCT"



No. 2354

Glass Lamps

IN A GREAT VARIETY
OF SHAPES, DESIGNS,
COLORS AND PRICES.

Early American

and tall slender graceful
lamps in light and polished
mitre cuttings in
crystal and colors are best
sellers in representative
lamp departments at the
present time.

SAMPLES WILL
BE SENT EX-
PRESS PAID.

Ideal Cut Glass Co.

F. L. Morecroft, President

Canastota, N. Y.

HERE IT IS!

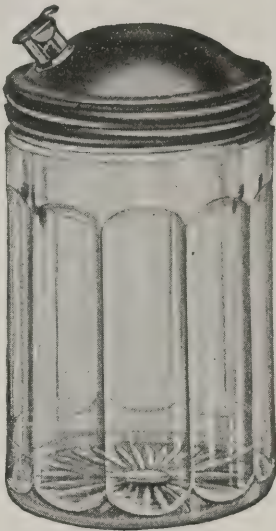
We know you want our
individual, economical

**Sanitary
Sugar Bowls**

In 3 Sizes

for tray and cafeteria
service but perhaps you
did not know where to
buy them. We will fill
your orders direct, and
without delay.

We guarantee these
bowls as repre-
sented.



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Manufacturers

7704 Tioga St.

Pittsburgh, U. S. A.



THE GLOBE CHINA COMPANY
Cambridge, Ohio

Refined Colonial and Plain Shapes
Beautified and Adorned with Exclusive
Decorations of Artistic Design

OUR SPECIALTY IS DELIVERING TO
OUR CUSTOMERS WHAT WE
SELL THEM

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TRADE MARK
CARROLLTON
CHINA

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INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
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ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

WE offer to the Department
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ity ware and distinctive decora-
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Prompt and courteous service.

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ROY E. HENDERSON
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204 Grand Ave.,
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E. E. WILGUS
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PRO. CO.
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*America's
Finest
Semi Porcelain
Dinner Ware*

The
NATIONAL CHINA
COMPANY
SALINEVILLE, O.



**Profit — Economy — Convenience
To the Buyer**

The
**China, Glass
and Gift Show**

Chicago

Hotel Sherman

JANUARY

24 TO 29

1927

A mid-year, mid-continent market offering the most convenient and profitable opportunity to see and com-



pare three floors of exhibits covering the Gift, China, Glass and allied merchandise fields.

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For Chandeliers and Brackets. New Shapes, Colors and Decorations. Now Ready. Write for Samples.

DELICA WHITE
BEST GLASS FOR LIGHT

K. G. I. Aims to SATISFY

Crystal, Colors
and Cased Glass
for Illuminating
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Novelties and
Specialties



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and Marine
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for Special
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KOPP GLASS, Inc.

Swissvale, Pa.

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

The Crockery & Glass Journal
47 East 17th Street
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CROOKSVILLE
CHINA CO
U. S. A.



H-4 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

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This is one of our popular Satsuma design tea sets with tea plate in china ware.
Large variety of latest designs at attractive prices.
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Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rassed" any.


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BAKING AND
SERVING
WARE
made in America



Sells because its
serviceable,
light and
sanitary.

THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

45 East 17th Street

-:-

New York

Department of Commerce Information

(Continued from page 15)

The last week of October, was considerably greater than the corresponding week of 1925. The value of new-building contracts awarded during the second week of November was slightly lower than for either the previous week or the same week of last year.

"The production of bituminous coal during the first week of November, while less than in the previous week, owing to election day, was substantially greater than for the same week of last year, while the output of beehive coke was smaller than in either comparative period. Lumber production was smaller than during either the previous week or the first week of November, 1925. The output of petroleum continued to run higher than a year ago.

"Wholesale prices showed little change from the first week of the month, iron and cotton moving upward, while wheat, copper and lumber declined. Prices of most commodities were well below last year. Loans and discounts of Federal reserve member banks were slightly lower than for the previous week, but were higher than a year ago. Interest rates, both on call and on time money, were less than during either the previous week or the corresponding week of last year. Business failures were more numerous than in either the previous week or the second week of November, 1925."

Income Tax

(Continued from page 18)

child was over the age of eighteen. On the other hand, where a child was born on the last day of the year, the parent can take the full \$400 allowance for the entire year.

SUMMARY

To summarize the rules with respect to the credit for dependents, we have seen that \$400 is allowed for each person to whose support the taxpayer is the chief contributor; that a dependent is one under the age of eighteen, or physically or mentally incapable of self-support, and that it is the situation existing on the last day of the year that determines how much the total allowance for dependents is to be.

In the next article the question of tax rates and computations will be discussed.

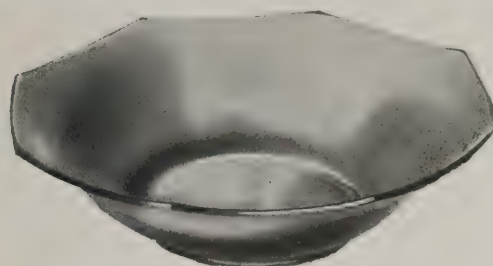
Jordan Marsh

(Continued from page 20)

garage construction. It is equipped with fireproof stairs and passenger elevators, and has a double system of Humphy motor ramps from floor to floor, with separate ramps for the up as well as the down traffic.

The garage is equipped with all up-to-date improvements. In addition to convenient waiting rooms for both men and women, there is all the equipment of a first-class service station and garage. On each floor facilities have been provided for washing cars. The service station is on the street floor.

Telephone and signal systems have been installed between the garage and the store, and there will be no delay in securing cars when patrons have finished shopping.



No. 1211-12 in. Bell Bowl

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of

**High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use**

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R. B. Reineck, 1422 E. Marquette Road CHICAGO	Himmelstern Bros., 643 S. Olive St.
R. A. Keel, 4439 Greenview Avenue CHICAGO	SEATTLE, WASH. Himmelstern Bros., Terminal Sales Bldg.

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A practical, concise treatise of
Ceramic words, terms, uses and
practices for the daily use of the
factory man, superintendent, sales-
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An education for anyone con-
nected with the trade.

Price \$2.00 Per Copy

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THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

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bring our rates.*

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The oldest publication in the field.

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ates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

TO WELL RATED MANUFACTURERS AND IMPORTERS"

N Organization, headed by a man with fifteen years' experience as an Executive and Salesman in the Glassware, Dinnerware, and Household Utility trade, wishes to represent a few Leading Firms, in Chicago and the Middle West. We are well and favorably known by the Jobbers, Department Stores, and Premium Sellers. Can furnish the best of references. Box —, care of CROCKERY AND GLASS JOURNAL.

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YOUNG man with thorough department store experience in china, glass lamps, to take charge of these departments. Man now assistant in large store would be acceptable. M. E. Blatt Co., Atlantic City, N. J.

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THOROUGHLY experienced china salesman with unquestionable references as to ability and character is desirous of connecting with a New York Import House. Address Box 584, care of CROCKERY AND GLASS JOURNAL.

SALESMAN WANTED

WANTED by an old established American manufacturer of dinnerware and hotel ware salesman for New England. Salary and expenses. Replies confidential. Box 585, care of CROCKERY AND GLASS JOURNAL.

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SALESMEN or agents to represent a glass manufacturer selling illuminating glass and other novelties in New York City. Apply to Box No. 588, care CROCKERY AND GLASS JOURNAL.

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WANTED—An experienced Hotel China Salesman. If in person, he may apply at either our Clarksburg or East Liverpool offices—if by letter, apply at our Clarksburg, W. Va., office. DE. McNicol Pottery Co., East Liverpool, Ohio.

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SALESMEN, or Agents to represent a glass manufacturer—selling illuminating glass and other novelties in New York City. Apply to Box 588, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

NOVEMBER 26, 1926

J. Moreland, china and housefurnishings, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St., 11th Floor.

NOVEMBER 30, 1926

H. Guest, housefurnishings, Jordan-Marsh Co., Boston, Mass., 24 Madison Ave.

Neubrik, dolls, Crowley-Milner Co., Detroit, Mich., 100 West 82d St.

PETER POTTER



PETER POTTER SAYS: How 'n th' world do they expect th' kids to believe 'n Santy Claus when they sees one or two on almost every corner in th' city. Speakin' of th' yuletide suggests that pottery, glassware and lamps makes dern good Xmas presents 'n should be advertised ez sech.

Mrs. C. H. Newman, china and glassware, Miller & Rhoads, Richmond, Va., 432 Fourth Ave.

J. W. Waldorf, china and glassware, Hochschild, Kohn & Co., Baltimore, Md., 220 Fifth Ave. (F. Atkins).

Miss E. Anderson, glassware and fancy china, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave.

E. Suffin, housefurnishings, Clarks Dollar Store, Los Angeles, Calif., 455 Seventh Ave. (Frohman & Altman).

DECEMBER 1, 1926

J. W. Waldorf, china and glassware, Hochschild, Kohn & Co., Baltimore, Md., 220 Fifth Ave.

C. H. Hurlburt, china, glass and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

Kress Co. Mellon (Continued from page 13)

the record of the year 1923 and 1922, the figure for 1925 being 9.05 per cent, that for 1923 being 10.21 per cent, and that for 1922 being 10.08 per cent, while on earnings per share it was the biggest in the history of the company, the rate being \$32.92 per share; the next highest rate was \$27.10 in 1923, followed by \$24.45 in 1924 and \$23.80 in 1922.

Profits in 1921 were 4.35 per cent of sales and \$8.57 a share, as against the \$15.15 per share recorded in the boom year of 1919.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.
"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Allier Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France. Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

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Encrustations on Imported China and Fine Decorated Glassware.

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Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

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ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSEBORN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton. Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210, Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind," "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room. 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY

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Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

Glassware

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Huntington Tumbler Co.
Bonita Art Glass Co.
T. B. Clark & Co.
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Vol. 103, No. 23

DEC. 9, 1926

IN THIS ISSUE

A complete report of the forty-eighth annual meeting of the United States Potters' Association held at the Waldorf-Astoria, Tuesday and Wednesday of this week is contained in this issue. This includes the list of new officers for 1927, important addresses, registration list, the Association report and the reports of the various committees.

M. K. Zimmerman, the CROCKERY AND GLASS JOURNAL's veteran correspondent has been on the scene since the opening of this session and has minutely reported every outstanding incident of the 1926 annual meet.

What the Potteries Are Doing and up-to-the-minute Glass News

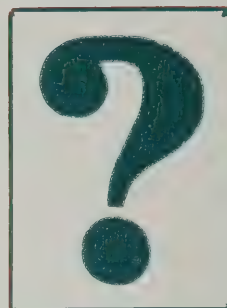
Timely news of Chicago by J. H. Smythe of our staff

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant

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Vol. 103

December 9, 1926

No. 23

AS THE EDITOR SEES IT

Speaking of Government Bureaus

Austria, Hungary and other countries have, upon expert advice, lopped off, sundry thousand of employees. France is now attacking the problem of inflation from the same angle, it is reported by Basil Miles, American commissioner to the International Chamber of Commerce at Paris.

Some of the measures taken to reduce government expenditures are as follows," says Mr. Miles. "Suppression of 182 administrative posts (106 sub-prefects and 76 general secretaries); reduction of the list of active army officers by 2,700 and the dismissal of 1,200 officers in temporary employment; the sale of 7,000 cavalry horses, with an additional sale of 2,000 horses subsequently available; the sale of two naval arsenals and the turning over to civil use of about half the present 350 military barracks; and the suspension of further civil service entrance examinations until next year.

These measures follow those already taken by which

218 local state prisons, 228 minor law courts and 87 prefectorial advisory boards were abolished."

The Annual Fire Harvest

The full measure of the economic havoc wrought by fire in the United States, approximating more than one billion dollars annually, was taken at the meeting of the National Fire Waste Council, sponsored by the Insurance Department of the Chamber of Commerce of the United States, in Washington on September 29.

In addition to the ordinary property losses due to fire, aggregating \$570,000,000 last year, the losses due to forest fires—of which there were 90,000 in 1925, with a tangible loss of \$28,000,000 and an estimated collateral loss of \$500,000,000—were brought before the council for discussion.

This aggregate figure of \$1,095,000,000, representing the annual fire waste in the United States, does not include the economic loss due to deaths and injuries by fire. Reports from a number of states on fire casualties were separately considered.

Officers of the U. S. P. A. for 1927

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Forty-Eighth Annual Pottery Meet Ends

Rapid Strides Made in Ivory Body Production Is Shown by Figures Brought Out at United States Potters' Association Meeting Stating That 140 Kilns Are Now Producing This Ware With More to Follow—President George Urges Continuation of Harmony Between Employers and Workmen.

By M. K. ZIMERMAN

OF the five hundred and ninety-five kilns controlled by the forty-six members of the United States Potters' Association, one hundred and forty kilns now producing an ivory body, it was made known at the forty-eighth annual meeting of the Association which concluded its sessions at the Waldorf-Astoria Wednesday. It was also indicated that the demand for an ivory body is increasing, and that ere long, additional kilns would be producing this new body.

While the domestic pottery manufacturers have made wonderful progress in the development of new dinnerware shapes and designs, and also in the quality of merchandise produced, it has been held, however, that the efforts of the dinnerware manufacturers have been hampered by foreign competition, which led W. C. George, of the W. S. George Pottery Co., of East Palestine, O., to observe: "I do not believe the American buying public has been educated or know of the merits of merchandise that is produced at the present time by the American potters."

Members of the Potters' Association were delighted to learn from H. V. Bleininger, in charge of the laboratory work of the Homer Laughlin China Co., of Newell, W. Va., and also chairman of the Research Committee of the Potters' Association that eight major studies are now being worked out in the laboratories of the Bureau of Standards at Washington, D. C., and the ceramic section of Ohio State University, at Columbus, O., that in short time would prove to the utmost value to the trade as a whole.

"These studies will be of tremendous value to the producers of dinnerware as soon as they are completed," Mr. Bleininger advised his hearers. "Eight major studies are now being made, some at Washington, some at Columbus, and still others are being worked out at the University of Illinois and also at the Georgia School of Technology. As the Federal departments have been reorganized, greater progress has been made in the study of ceramic problems than ever before, and I can assure you that phenomenal results will be worth while."

The combination of individual effort on the part of the manufacturers of dinnerware with governmental studies of fundamental ceramic problems will and is now giving American-made dinnerware quality and design that is not

to be excelled anywhere in the world.

During the first sessions of the Association, committee chairmen dwelt upon the internal factory effort of producers to place on the market a line of merchandise that combines quality of body, design and treatment. It was also pointed out that during the last year greater strides had been made in this direction than in any previous year.

Morning hours last Tuesday were given over to the registration work, and it was 2 o'clock Tuesday afternoon when President W. C. George opened the first business session, and in doing this he said:

"We are assembled here at this time for our annual meeting which is the 48th meeting of the United States Potters' Association. There are very few associations throughout the country, which have a record such as ours, and we all feel justly proud that it has continued to meet each year in harmony and accord.

"The year just closing has not been entirely satisfactory from every standpoint, to the industry as a whole. The installation of Ivory ware by several of our members, and the offering of a number of new shapes and decorations seemed to stimulate business to some extent during the first six months of the year, but the second half has not been quite as satisfactory.

"I believe the American Potters have made more progress and created some very beautiful shapes and designs in fact, very much beyond any other year previous. However, their efforts have been hampered by foreign competition, and I do not believe the American buying public has been educated or know of the class of merchandise that is produced at the present time by the American Potters.

"The Ivory ware which is being made by several of our members is quite a forward step for the industry and I believe it will continue to be popular providing the manufacturers continue to keep up their present high standard of quality.

"Very great strides have been made by the American Potters during the past several years, and especially during the year just closing, in the quality of ware produced, and in fact, I believe they are producing a grade of ware in their several classes, that is unsurpassed anywhere in the universe. We do not have to take a back seat when it comes to producing first class merchandise, and when we consider the high class of our workmen and the wages paid them in comparison with the wages and labor conditions abroad, we can justly feel proud of the achievements of the members of our Association.

"The vitrified hotel ware made in this country, and which is being used by the American hotels, is very much superior to any which is imported into this country. In fact, I believe we have as fine a china made in this country as is made anywhere, and I wish to congratulate the members of this association who are making vitrified hotel china and also thin china.

"Labor conditions throughout the year have been of a somewhat tranquil nature, as will be shown by the report to be submitted later by the Chairman of the Labor Committee. The Labor Committee met in conference with the members representing the National Brotherhood of Operative Potters in Atlantic City this summer, at which time several propositions were submitted which were quite difficult to handle, but the conference finally ended by the signing of a two year agreement



W. C. George, Retiring President

AT THE U.S. POTTERS' BANQUET —



AND I HOPE
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GIVE YOUR
NEW PRES-
IDENT THE
SAME
SUPPORT
YOU HAVE
GIVEN ME.

W.C. GEORGE,
RETIRING-
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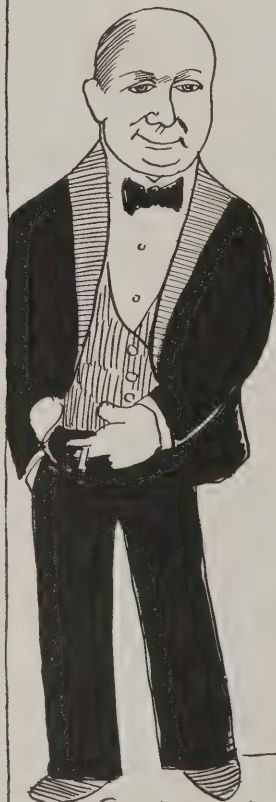


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IDENT, THOMAS B.
ANDERSON, WAS
OVERWHELMED
WITH CONGRAT-
ULATIONS.

CLAP
HANDS &
HERE COMES
CHARLIE



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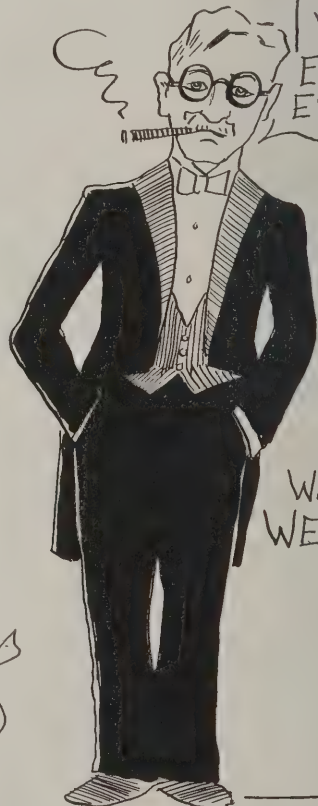
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CATCH A
TRAIN



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SEBRING, OHIO

A
VERY
ENJOYABLE
EVENING



W.E.
WELLS

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WALDORF ASTORIA

without any radical changes being made.

At the summer meeting held in East Liverpool to discuss the various propositions submitted by the Operative Potters, the general meeting of the Association instructed the Labor Committee to meet with the Operative Potters and arrange to continue for two years from October 1st, on the basis of the present agreement.

While there were conditions which warranted our asking for reduction in wages, the members felt by continuing on the same basis, we would be showing the right spirit and would enable us to continue with our unbroken record of collective bargaining. I believe the Association did the right thing with the Operative Potters and convinced them that we have always had their best interests at heart.

In this connection I want to urge that all members of the Association keep in close touch with their various workmen and co-operate with them in every respect. I would also urge that all members read from time to time the uniform scale and keep in touch with the conditions which exist on their own plants. We know there are conditions which slip in occasionally when the various foremen not notifying the manufacturer and this tends to trouble later on.

A few years ago one of our Presidents recommended that we establish on our plants a tutoring school for foremen, and I believe this would not only help in the quality of our merchandise but would stop conditions arising in our plants which were unknown to the President or Manager of the various companies.

I would also like to suggest closer co-operation between our members and I wish to refer you to the Secretary's bulletin of October. Your Secretary sent out a letter requesting certain statistics, giving assurance that they would be kept under lock and key and that no individual results would be given to anyone. There are forty-six members making the general sewerware line, these forty-six members have five-hundred and forty-five kilns and up to the last of October but twenty of them have replied to the Secretary's letter. The Secretary then sent out an additional letter and this brought in six more replies, making a total of twenty-six members operating three hundred and seventy-eight kilns.

I do not believe this is what might be called co-operation to the fullest extent, and I would urge that the members who have not responded, now send in the statistics requested by the Secretary in order to make this report complete. This report, compiled by the Secretary, will be very beneficial to each member, and will help them in more ways than one, and it will give other information, which the Association may compile in later years.

I would urge that our members co-operate with each other more than they have done in the past. It is by co-operation that we will receive benefits which cannot be counted by dollars and cents, and if we can get away from these selfish and jealous ideas, it will help our own business, more than by continually using each other. I know of no other organization such as ours in the United States and I believe along this line we should be the foremost and should be willing to help each other in our mutual difficulties.

I believe that Mr. Burgess will have some very valuable information to give in our executive session. I wish to call your attention, however, to the present serious situation in regard to tariff laws. It is the general opinion and observation of the leading members and also outsiders that with the present situation in Congress, it looks as if there would be some tinkering with tariff regulations. This coming year will mean considerable to the industry, and I would like to see our members co-operate with Mr. Burgess in furnishing him with any information that they might have in regard to this situation. We are going to have a fight on our hands to retain the present rate of duty unless something unforeseen turns up.

I do not like to feel pessimistic over the future tariff situation, but it seems to me it will be of much consideration to all members during the year 1927. We are advised that already there are those who are opposed to the present tariff law, having foreign interests, are laying plans to have the present tariff law changed. I do not believe this fight is entirely ours, but think that the conditions should be brought before the National Brotherhood of Operative Potters to have them co-operate with us in maintaining the present higher rate of duty. They are vitally interested in this situation and I believe they should be called out to work with us in this matter.

The various committees of our association have been functioning in a very satisfactory manner throughout the year, and I have taken care of all problems which have come under their jurisdiction. I would like to thank the chairman and various members of these committees for their untiring efforts and wish to express my appreciation of the co-operation given me by the Secretary.

"Our Secretary's work is very exacting and he is called upon to perform various duties and I am pleased to say he is always willing to co-operate with each member, not only in giving advice, but helping them out in their difficulties. As Historian of the Association he has a report to offer later, and I will leave this report to him to give you, which contains happenings of importance in our Association during the year just closing.

"I feel very confident that the year 1927 will be one in which it will be necessary to put forth our best efforts in order to keep our product up to the usual standard and I trust it will be a profitable and satisfactory year. The American market is for the American potter, and I believe that the members of this Association can supply the needs of the American people, and would urge that the various members keep this as their goal for 1927.

"I very much appreciate the honor of having been your President this past year, and I recommend the continuation of your support to my successor."

An executive meeting of the Association was held Wednesday, and at this time the internal affairs of the Association were discussed at length. William Burgess, of Trenton, N. J., first vice-president of the Association addressed the meeting at the Wednesday morning session. Secretary Charles F. Goodwin also presented a detailed report of the activities of the Association during the last fiscal year at this executive session.

W. E. Wells Urges Wage Survey Study

In presenting a report of the Labor Committee of the Association, W. E. Wells, chairman, and who is also secretary-treasurer of the Homer Laughlin China Co., Newell, W. Va., urged producers of dinnerware to make a close study of the wage survey made under Federal direction recently. He also pointed out in his address the increase in wages generalware pottery plant employees have received during the last twelve years. In addressing the manufacturers, Mr. Wells declared:

"A scarcity of material from which to construct a labor report is a fortunate condition, as indicating that comparative peace has prevailed throughout the current year, but it is unfortunate in reflecting some degree of unemployment. That condition has obtained since the last report of your committee was submitted. The year 1926 has been at least as free from labor controversies of major importance as any other year of the long period during which we have dealt with the Brotherhood in recognition of their equal right to a voice in wage adjustments. It has been a year distinguished by the smooth working of the wage agreement. The labor committee has not been called upon to function in any emergency. Its only activity was that of participating in the formality of negotiating a new agreement to supersede the one expiring on October first last.

"The annual convention of the Brotherhood was held as usual at Atlantic City early in July. The discussions throughout the sessions, extending for more than a week, were largely devoted to the long list of proposals submitted by the various locals for increased wage rates and easier working conditions, which they hoped to have embodied in the new agreement. It may be assumed the officers of the Brotherhood and other conservative delegates realized that trade conditions did not warrant a wage advance in any department, and that it would be futile to present demands of that character to our Association. Consequently, it was currently reported that many of the more extreme proposals were rejected by their general price list committees, or on the floor of the convention.

"Nevertheless, the rank and file of the delegates succeeded in having passed twenty-three propositions, some of which were harmless, and others quite radical. These propositions were presented, in the usual printed form, to our Association on July nineteenth. A copy of the Brotherhood communication is hereto attached, and will be made a part of the permanent records of the Association.

"The Labor Committee discussed the situation at a meeting held at the office of the chairman on July twenty-third, concluding unanimously that any concession that would increase

pay rolls was out of order, and that all proposals seeking such concessions should be denied. The Committee also considered the suggestion of some of our members that a demand be made for a wage reduction in some of the higher paid departments. Such action appeared to be warranted by the fact that our selling prices on leading staples had been forced down to the point of cost, or below, by aggressive competition on foreign goods. Even upon this basis, many of the potteries were short of business.

"There was a further reason in that the net reduction in wages in the last five-year period was not in reasonable ratio to the larger decrease in the cost of commodities over the same years. There was still other sound arguments that need not be recited here that seemed to justify a demand for downward revision. Nevertheless, the committee decided against filing such a demand, largely for the reason that many of the operatives were working on short time, their earnings were curtailed correspondingly, and any reduction in the wage scale would constitute a further hardship, which the committee was unwilling to sanction.

"The conclusions of the committee were submitted to a general meeting of the Association held at our Headquarters in East Liverpool on July 28th. The recommendation that we yield nothing and ask nothing excepting the renewal of the existing scale was unanimously approved, and the usual motion was passed conferring full power upon the committee to negotiate a new agreement.

"The resulting conference with the Brotherhood representatives was convened at the Chalfonte Hotel, Atlantic City, on August eleventh. The sessions extended over three days during which the thirty-one members of the Brotherhood committee were given the opportunity to present at considerable length, their arguments in support of all of their propositions, and of some extraneous things. They were informed in the beginning that nothing would be granted involving a wage concession, but, since they were delegated by the locals to present their claims, they were entitled to their day in court, and got it. Their arguments were presented in a dignified and courteous manner.

"It must be said they made the most of a hopeless case. The outcome, as you all know, was a decision without a dissenting vote to renew the 1924 agreement for a period of two years following October First, 1926, with the usual provision for a re-opening in the event of pronounced changes in labor living or market conditions.

"A few resolutions were adopted for the appointment of sundry joint committees, etc., all of which are embodied in the copy of the 1926 agreement hereto attached.

"The last edition of the Wage Scale was published in September, 1920. It was decided in conference to publish a new edition that will be up to date, including all the changes and additions to the agreement that have been enumerated in the supplements for the last six years. This revised edition should be in your hands within a few weeks. The supplement nuisance being eliminated will be good news.

"The tabulation of the results of the study of our industry made by the United States Bureau of Labor Statistics during the summer and early fall of 1925 was published in July of this year as Bulletin 412 of the Department of Labor. It covers 164 pages, and is entitled "Wages, Hours and Productivity in the Pottery Industry." Copies of the bulletin, presumably, have been mailed to all the firms that were examined. Additional copies may be obtained upon request.

"The immediate value to the industry of this publication may not be apparent, but it is very much worth while as pegging at this point by an authoritative governmental department the status of wages and working methods and conditions in the industry. The Sheridan survey of wages, conditions and earnings for the year 1912 and 1913 did not add much to our knowledge of conditions prevailing at that time, but the publication covering the results of that survey has now become an historical document of very real value pegging conditions as they stood when that survey was made. Our Association does not possess records readily available that so clearly reflect the difference in wages and labor conditions between 1913 and 1925 as do these governmental publications.

"On page 24 of the recent Bulletin is a comparison of the average hourly earnings for the industry as a whole in all departments in 1913 as shown by the Sheridan report against those of 1925 as disclosed by the recent survey. This comparison is interesting in that it shows the earnings per hour are now more than twice what they were twelve years ago. The piece work and day wage rates as specified in the agreement have not been doubled in that period, but improved conditions and better facilities have contributed more largely than is generally realized to the earning power of the men, so that they may now earn two dollars in less time and with less effort than were formerly required to earn one.

"The following quotation from the report embraces figures for only a few occupations. It will be sufficient for the purpose of illustration.

"Comparison of Hourly Earnings of Pottery Workers in 1913 and 1925:—

	1913 cents	1925 cents
Nould Makers	51	108
Batters Out	23	50
Mould Runners	19	40
Finishers, Female	26	50
Jiggermen	45	90
Dishmakers	44	81
Turners	50	94
Handlers	53	90
Casters	39	90
Sagger Makers	45	90
Kiln Placers, Bisque	48	105
Kiln Placers, Glost	48	104
Kiln Drawers, Male	32	71
Kiln Drawers, Female	19	46
Ware Dressers, Female	16	39
Warehousemen	29	58
Dippers	62	123
Packers	35	85
Decorating Kilnmen	31	77

"An interesting feature disclosed by the report is the number of female compared with the number of male employes in the various districts.

"In the twenty-two plants surveyed in the immediate East Liverpool district there were 50 women employed to every 100 men.

"In the eighteen plants in the west outside of East Liverpool there were 62 women to every 100 men, and in three Trenton earthenware plants there were 84 women to every 100 men.

"Excepting in the decorating departments, the hourly earnings were fairly uniform in the several districts, but in the cost of decorating the Western firms outside of East Liverpool appear to have a material advantage, partly accounted for by the larger percentage of female labor, and partly, it may be assumed, by a different wage scale.

"In 22 plants in East Liverpool there were 152 male gilders and liners and 79 female.

"In 18 Western plants outside East Liverpool there were 104 male gilders and liners and 238 female.

"This indicates that in East Liverpool 34 per cent of the linemen are women against 75 per cent in other Ohio plants. An analysis of the statistics, with the details of which I shall not burden you, seems to show that it is costing East Liverpool for lining labor from 40 to 50 per cent more than it does the potteries more fortunately located, also that the same potteries have an advantage of about 30 per cent in the cost of transferring decalcomania. More power to them.

"A rather striking development disclosed by the recent report is the almost complete disappearance of the printer, the pressman and the apprentice in the earthenware potteries. Within the recollection of all of us of the older generation, the decorating capacity of plants was measured by the number of printers employed. In the forty-six plants surveyed last year there were thirty-nine in which there was no printer. There were only seven printers in the entire trade. In no plant was more than one engaged—total being four in East Liverpool, two in Trenton and one in other districts.

"Pressers, that formerly outnumbered the jiggermen, are exceedingly rare. In thirty-seven plants no presser was found. There were but twelve in the entire trade. Of these five were in East Liverpool, five in Trenton, and two in other districts.

"There were not enough apprentices employed in the industry to warrant separate mention in the report. Consequently there are no available data for the trade as a whole. Perhaps the apprentice situation at the Laughlin Newell plants is representative. In those three plants, with a capacity of about seventy kilns there are between sliphouse and warehouse only four apprentices—one mould maker, and three dishmakers.

"There are many other curiosities of statistics embraced in this publication. There are tables showing the time required for planing and drawing kilns in the different plants, showing a very wide variation. There is a comparison of losses in broken bisque, trim and lump, and other tables which are interesting, if not quite accurate. These will not be quoted, but are commended for your careful perusal.

"There has been a considerable increase during the year in the number of kilnmen and dippers employed on a day-wage basis. As far as my information goes, there has been some increase in cost to the manufacturers, but not much. There has been some improvement in the quality of the product, but not so much might have been anticipated. The real advantage lies in the removal of a constant source of irritation. A spirit of co-operation has been established in a department where a spirit of antagonism prevailed under the piece work system that was liable to break at any moment into open hostility.

"During the year the standing committees have functioned with their usual faithfulness and proficiency. Their work was com-

ated by an exceptional number of new and unique shapes, on which making and decorating prices were to be established. This difficult task they succeeded remarkably well, and without serious interruption in operations. The prices fixed were generally to both employer and employee. The men did not succeed in their original demands for extravagant prices, but there is no chance on record in which their wages have not been maintained at the level of their earnings on older shapes.

You have observed from the October bulletin issued by the secretary that the combined sales of twenty-six earthenware firms for August and September, 1925, were \$3,307,000, and for the same months in 1926 they were \$3,914,000, a gain of more than 18 per cent. No data are available to indicate whether this increase is general throughout the trade, or throughout the year. The returns to the questionnaire as to sales and wages paid were disappointingly incomplete, but enough was assembled to leave little room for doubt that the industry as a whole was on the up grade, at least during this fall.

Yet it must be apparent to all observers that the distribution of our products is in a transition stage. The older avenues and methods are yielding to the newer. Almost anything may happen any time. Predictions for 1927 are little more than idle speculation. The trend of the domestic potting business for next year is in the hands of the Gods."

Transportation Committee Report

The annual report of Transportation Committee was presented by Charles Donley, of Pittsburgh, Pa., who has been active during the past year in caring for traffic problems confronting the manufacturers. Mr. Donley said:

As is customary we will undertake to divide our report into general parts; first, as it may refer to transportation matters raw materials, and second, as it may refer to the finished product. The activities of this committee are somewhat different from those of other committees as will be noted from reading the reports from year to year. Practically all of the work which is done by the transportation committee and the traffic manager has been initiated by them, and the report is generally confined to the results of such things or the report that they have or have not done.

The prices of transportation on raw materials which the potteries use have not been subjected to any general reductions within the year of 1926. As will be noted hereafter individual rate reductions for certain potteries have been secured which have been means of saving them considerable money, but generally speaking the rates have remained at the same level as applied during the latter part of 1925. Our last major reduction in raw material rates was that which became effective on August 10, 1925, bringing to imported clays, and since that time we have estimated on the basis of the tonnage that has moved a saving to the potteries of approximately \$60,000. This figure is arrived at by using the tonnage moved at the average rate of the major consuming potteries.

In making comparisons with the level of the rates for transporting raw materials with the prices of the materials themselves, and that in comparison with the rates on the same in other industries ours are exceptionally high. The imported clay freight is approximately 20 per cent of the cost of material; Feldspar about 24 per cent and Flint approximately 20 per cent. We noted in last year's report of the Manufacturers' Cost Committee their activities in making cost studies. We would like to furnish this committee with a complete statement on the costs of transportation as they apply to the raw materials, and to give that considerable detail so that a proper figure would be on record now just to what extent this element of expense enters into potteries' cost of production.

Service of the Railroads—Throughout this year the service of railroad carriers has improved. In so far as our industry is concerned we have not had a car shortage, in fact our traffic manager has not received any reports of cases where cars could not be secured for prompt loading. There has been some little trouble in delayed shipments of coal on account of scarcity of cars and congestion at coal terminals. We render considerable service to individual potters both in securing cars and expediting the shipment of them during that period of time. At this time this matter is pretty well cleared up as we are not having any complaints.

Inventories—At this point we think it well to give some discussion to the matter of inventories. There is quite a movement on the part of various industries towards reducing their inventories, and the reasons for which are quite obvious. We are securing the carriers, as a general thing, prompt service in transportation, and the services are more consistent and dependable. This will permit the potteries to carry smaller stocks of raw ma-

terials, and thus relieve them of heavy inventories. The transportation companies can place such materials at our plants in about one-third of the time that was required two to three years ago. I heard one traffic manager in a report recently made say that he had reduced the inventories of their plants nearly one million dollars in the last two years, and which, of course, is mostly due to speedier transportation and very close watch being kept on the stock on hand and the raw materials available. If the various potteries cooperate with the traffic manager in working out this matter there is no question but what considerable improvement can be made along these lines.

Allegheny Shippers' Advisory Board—Further in this connection, that is, as to the service of the carriers and the cooperation of shippers with them. There has been established throughout the United States, and with which I think you are more or less familiar, regional advisory boards, the membership of which is made up of shippers, and the detailed operation financed and carried on by the railroads. The general purpose of these boards is to correlate the effort of the shippers with that of the railroads towards producing better transportation. These activities bring shippers and carriers into contact, and to the mutual profit of both. Many problems which appeared to be bad situations have been ironed out through the work of these boards. The Allegheny Advisory Board, comprises generally the territory in Central and Western Pennsylvania, Central and Eastern Ohio and Northern West Virginia. In this territory and particularly in Eastern Ohio and Western Pennsylvania, a large number of potteries are located, and we are represented on this board through Mr. H. D. Wintringer, Chairman, and Charles Donley, Vice-Chairman. In order that the carriers may know as far in advance as possible the amount and kind of transportation that is to be required, certain data relating to this is requested from the shippers, and which is used in a confidential way by the officers of this board for the purpose of informing the carriers what will be required within the next few months or within certain periods of time. The potteries located in other districts than mentioned above have a similar connection with the boards in their respective districts, and will no doubt have the same kind of service.

Import and Domestic Clay Rates—Going to the question of rate adjustments on the domestic and imported clays. As previously stated the reduction on imported clay, effective August 10, 1925, was not made retroactive by the voluntary action of the carriers. It was the opinion of the committee that due to the slow methods used by the railroads in reducing our imported clay rates to the brick basis, that we were entitled to refunds or reparation for two years prior to the date of the reduction. The committee gave considerable thought and attention to this matter, having in mind that we wanted to be entirely fair with the railroads, but as reported to you, during 1924 and 1925 we were continually after the carriers for the reduction which they told us that we were entitled to, in other words, putting our clay rates down to the basis of the brick rates where they had always been prior to 1922, but because the railroads could not agree entirely among themselves we were obliged to pay the higher rates until the date noted above. We therefore, entered a formal complaint with the Interstate Commerce Commission, had a hearing in September of this year, at which time we asked for refunds for the two year period, and we have estimated the amount to be approximately \$70,000. We based our claims upon the facts that there was no difference in the transportation characteristics of the clay, and that we were simply victims of a technical adjustment in the rates, and were entitled to such refunds. At the same time we entered a complaint against the rates on Kentucky and Tennessee clays.

This also has a short history which is interesting and should be given for your information. About one year ago the railroads of the South serving the clay pits in Kentucky and Tennessee upon our request proposed reduction in these rates, and the railroads north of the Ohio and Potomac Rivers, who were in most cases delivering railroads for the potteries, turned this proposal down on the basis that they did not believe that the clay was entitled to the crude clay rates, which are the same as the brick rates. That was our reason for also bringing this case formally before the Interstate Commerce Commission at the same time as the import clay case. In fact, upon our request the rates to some points in Ohio from Kentucky and Tennessee were reduced to the crude clay or brick basis.

We have received an answer on the above formal complaints, made by the Interstate Commerce Commission examiner, which is not favorable to us, but we have appealed from his report to the Commission itself, and will have a further hearing within the next two or three months. There are involved refunds in both of the above cases to the amount of approximately \$100,000, and which we think is properly due the potteries. These are only approximate figures based on the data we have at hand.

One of the peculiarities of the report of the Interstate Commerce Commission examiner in the above case is that he has ruled that the railroads north of the Ohio and Potomac Rivers do not have to transport the Kentucky and Tennessee clays at the crude

clay or brick rate, while he sanctions the crude clay or brick rate being applied to the imported ball or china clays. This I think shows the inconsistency of his report.

Clay From Philadelphia To Trenton—Our traffic manager has been present at hearings before the Interstate Commerce Commission, brought by the German Traffic Association, Trenton, N. J., having to do with the rates on imported clays from the Port of Philadelphia to Trenton and other points in that district. Our purpose in taking a part in this case was to see that the members of the association were properly represented, and that information was supplied to the Commission which would properly represent our raw material situation.

Flint Sand from the Mapleton-Berkeley Springs District—There is a proposal now before the Interstate Commerce Commission brought by a window glass company, and in which we have intervened, to secure a reduction in the rates on glass sand from the Mapleton-Berkeley Springs District to Western Pennsylvania and Eastern Ohio territory. We have also filed a separate case so as to bring in all of the pottery destinations in the districts of Ohio, West Virginia and Pennsylvania. There is also a similar case brought by the Trenton interests attacking the rates on Flint from the Mapleton District to Trenton, in which we are taking a part and will represent the members.

Straw Rates—We reported last year that we would have some hope of securing reduction in the rates applying on straw used for packing ware, from various producing points to pottery destinations. It appeared that we could get favorable consideration as we had the approval of one of the larger railroads. Since then, however, the general railroad committees have refused this adjustment, and it appears if we are to secure any reduction we will have to take it before the State or Interstate Commerce Commissions.

Various Rate Adjustments—There have been several adjustments in various rates to which we are going to refer briefly, and which is intended to show the activities of the traffic department throughout the year. One thing noticeable about this part of the report is the small percentage of potteries that call upon the traffic manager for service, and it is also proven that those who do make such requests are well paid for their efforts.

Import Clay

- 1.—*Shenango Pottery Co.*—Secured reduction in the rate from Newport News to New Castle, Pa.
- 2.—*Boston Pottery Co.*—Secured reduction in the rate from Philadelphia to Boston.
- 3.—*Hopewell China Corp.*—Rate reduced from Newport News to Hopewell.—Reparation ordered \$152.37.
- 4.—*Southern Potteries, Inc.*—Rate reduced from Manhattan Piers to Erwin.—Reparation ordered \$225.90.

Domestic Clay

- 1.—*Boston Pottery Co.*—Secured reduction in rate from New Jersey to Chelsea, Mass.
- 2.—*Crescent China Co.*—Rate reduced on North Carolina clay to Alliance.—Reparation ordered \$29.40.

Flint Sand

- 1.—*Summit China Co.*—Rate adjusted on sand from Hancock, Md., to Akron.—Reparation ordered \$19.68.
- 2.—*Crooksville China Co.*—Rate reduced on Flint Sand from Hancock to Crooksville.—Reparation paid \$267.36.
- 3.—*Southern Potteries, Inc.*—Rate reduced from Mendota, to Erwin.
- 4.—*Edwin Bennett Pottery Co.*—Rate adjusted from Berkeley Springs to Baltimore.—Reparation ordered \$100.80.
- 5.—*Bailey Walker China Co.*—Secured reduction from Hancock to Bedford, Ohio.—Reparation ordered \$309.13.
- 6.—*Onondage Pottery Co.*—Secured reduced rate on shipments of Sand from Round Top, Md., to Syracuse, N. Y.—Reparation ordered \$207.35.

Feldspar

- 1.—*Boston Pottery Co.*—Rate reduced on shipments from Trenton, N. J., to Boston.
- 2.—*Hopewell China Co.*—Had rate reduced to \$3.49 per ton on Feldspar from Erwin, Tenn., to Hopewell, Va.
- 3.—*Shenango Pottery Co.*—Rate adjusted from Ontario to New Castle, Pa.
- 4.—Secured reduced rate on feldspar from Erwin to Charleston, Huntington and Kenova, W. Va.—Rate reduced to \$3.32 per ton.

Plaster

- 1.—We have a proposal before the carriers at the present time on shipments of plaster from Blue Rapids, Kans., to Eastern Ohio and Western Pennsylvania potteries. This reduction will amount to from 20 to 40 cents per ton.

Finished Materials—There has been one major activity as it applies to shipping of ware, and that is on the bulk packing of cars. We submitted to the potteries in our bulletin of July, 30th the present rules for bulk packing. Since that time there have been several conferences with the Classification Committees about this matter, and it has been demonstrated that there is need for a few changes. Our committee has proposed a revised rule to the

railroads through their Classification Committee, after having consulted with the various potteries, and securing information as to their needs. This is being worked out by them, and will be published as soon as it can be arranged. It will, however, prior to making it actually effective, be submitted to all of the potteries, that they may check it carefully and determine whether or not it will in any way interfere with their normal loading.

Stopping Cars in Transit to Complete Loading or Unloading—We have not received any complaints this year from the potteries on this subject, but have been working on the old proposal which has been with the carriers for some two years. We have just recently secured one change that will be an advantage at the shipping point. The tariffs have been so modified as to permit the rules of the originating railroads to apply. Heretofore the regulations of the delivering railroad, as for example the roads in the Southwest, applied at the shipping point. The same privileges for stop-over now apply to earthenware as to stoneware when shipped to the Southwest.

Stop-Over Privileges at Beaver Falls and New Castle, Pa.—We were successful in having the railroads establish stop-over privilege at East Liverpool and Laughlin, Ohio, on shipments of earthenware originating at Beaver Falls and New Castle, Pennsylvania.

Fibreboard Containers—This subject has been discussed from time to time by the committee within the year but no changes have been made in the present regulations.

General

Claims—We have placed and collected overcharge and reparation claims for the potteries within the past year amounting to \$3,263.94. There is outstanding at the time of this report \$683.37, which will be paid by the end of the year.

Rate Quotations, Tracing, Etc.—We have quoted to the potteries throughout the year a large number of freight rates for use in selling materials, and also rates that apply on the raw materials. We have audited the freight bills for 42 companies. Continued on general correspondence with the railroads, raw material producers and the individual potteries. Have traced a large number of cars and less than carload shipments and have given general attention to all traffic and transportation requirements.

Report of Manufacturers Cost Committee

The year now drawing to a close has witnessed no perceptible change in the cost of production insofar as labor and materials are concerned. However, those factories using coal as their fuel have been called upon recently for an increase in the price of their coal, this being due to the recent flurry in the coal market, due mainly to the British demands combined with local preparations for an anticipated strike in the anthracite fields next April. Basing this statement on comparative cost figures with which I am familiar, what is told to me by some of those who buy pottery, there is much pottery being sold at prices less than the cost of manufacture. This is a deplorable condition and the sooner our members as a whole come to the realization of the necessity of cost figures in the establishment of their selling prices the quicker will our business be placed on a profitable basis.

At a meeting held in the rooms of this Association at East Liverpool last summer it was suggested and approved by those present that certain statistical information be given in confidence to the Secretary who in turn would get it into condensed form and publish the result in our monthly bulletins. About twenty-three members sent in the statistics asked for the first month and last month about nineteen members responded. To my mind there should be more interest in this than that already shown as this is very helpful in giving each of us a line on our business in comparison with our competitors. No one has access to the statistics for the individual factories but our Secretary; so do not withhold your figures

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that account. Let the next request for statistical figures find a more hearty response. The China group have been co-operating 100 per cent in supplying data for comparative and analytical purposes. Each six months they have Mr. Borton prepare a report showing the detailed costs for each of the nine members in the group, together with the average costs for the group. A copy of this report is supplied to each plant in the group. A code is used so that the figures of one factory cannot be identified by another and the results have been most interesting.

In the report of the cost committee last year a "Standard Chart of Accounts" was suggested and I understand that some of our members have already taken kindly to the suggestion. In February of 1915 The Homer Laughlin China Co. furnished the members of this Association with a copy of their "Chart of Accounts." I suggest that each member of the semi-porcelain group who has not already adopted such a chart of their accounts do so beginning the first of the year 1927. Then each six months thereafter a responsible accountant could gather the figures from each factory and prepare a report such as the one Mr. Borton prepares for the China group. There are two advantages secured from such information; first, each factory would get a complete picture of their own efficiency as compared with their competitors; second, such information has a tendency to eliminate "cut throat" competition.

Another advantage to be gained by having comparative cost information is in connection with our arguments before the "Ways and Means" committee and the "Senate Finance" committee for the tariff protection necessary for the maintenance of our Industry. Tariff reduction seems to be the subject talked of most for this session of Congress. How much easier it would be for our representatives to present our case if they had a complete picture of cost figures to lay before the investigating committee. There is hardly any doubt but what the measuring stick will be the report of The Federal Tariff Commission's investigation of the Pottery Industry at home and abroad. If we could present our case using the same measuring stick the work of our representatives to get sufficient protection for the industry would be materially lessened.

Cost accounting is the tool of both management and workers when rightly designed and used is profitable to both. It shows the executive how many dollars he must recover before profits can accrue. It restrains price cutting tendencies on the sound basis of knowledge of the line separating profit from loss.

This committee would be greatly pleased if it could read at the next annual meeting a comparative cost report for the entire industry. Let all of us take this important phase of our business seriously and I am sure if we do all will be pleased with the results.

Respectfully submitted,

F. P. JUDGE, JR.,
Chairman.

Report of Committee on Art and Design

The Art and Design of dinnerware is now receiving more and more attention by our members. The public is constantly alert for something new and different not only in our ware but in every line of merchandise. To keep up the date is the aim of every progressive manufacturer. We see the demands of the buying public answered by increased production of Ivory ware, more attention to shapes, and tremendous offerings of new and different decorations.

Since our last report, those manufacturers who entered the Ivory ware field have met with splendid success, and what last year was a hope by many of them has become a realization. Our guess would be that there are at least one hundred and forty kilns either now making this ware or are in the act of changing over.

If you will recall in our last report, we announced many new shapes ready for the new year. Most of these shapes showed a decided change from those in previous years. Slight flutes, small beadings and rope edge on plain octagonal, and fancy edges were very popular. The plain octagonal, and slight festoon have also met with marked success. We cannot change our models yearly, so this report announces only seven new shapes whereas last year we mentioned twenty-one. Your committee has already been advised of new shapes by the following members:

The Standard Pottery Co.	The Betsy Jane
The E. H. Sebring China Co.	Bellview
The Edwin Bennett Pottery Co.	Isis
The H. R. Wylie China Co.	Octagon
The Owen China Co.	Octagon
Anchor Pottery Co.	Ideal
The Atlas China Co.	Bona Dea

There are several others who are doing preliminary work on new shapes, but they have advised us that they will not have them ready before April or May. Too much time and attention cannot be given to this very important part of our business, because the shape is the biggest factor in making desirable dinnerware.

This year has seen a further movement away from border patterns, and a big increase in the sale of spray patterns. Sprays of

all kinds, especially our time honored three spray arrangement using highly colored combinations and color edge lines have been the big sellers of the year. Verge borders are being worked out by some and avoided by others as too difficult of application. We do not believe there are quite as many center patterns offered as last year, and in the main we would say that the 1927 line will not surprise the buyers quite as much as last year's, because it is only once in a "Blue Moon" that there are such radical changes in any business as took place in our own dinnerware business last year.

Respectfully submitted,

THE ART AND DESIGN COMMITTEE,
By J. D. THOMPSON,
Chairman.

Registration List of Annual Meet

The registration record showed the following attending the forty-eighth annual meeting of the United States Potters' Association:

W. C. George, Cannonsburg, Pa.; George J. Neibuhr, Maplewood, N. J.; William Wells, Newell, W. Va.; William S. Pomeroy, East Liverpool, O.; Frederick Sutherland, Trenton, N. J.; Horace Markey, New York; W. E. Brown, East Liverpool, O.; Charles Donley, Pittsburgh, Pa.; Charles W. Bowman, East Liverpool, O.; W. E. Wells, Newell, W. Va.; Norman G. Y. Smith, Brunswick, Maine; George Nixon, Trenton, N. J.; R. E. Henderson, Carrollton, O.; H. R. Handy, New York; O. C. Sarver and C. C. Oliver, Pittsburgh, Pa.; C. Nick Muesig, New York; J. G. Kaufman, Pittsburgh, Pa.; C. W. Foreman, Canton, O.; H. W. Kibler, Minerva, O.; George F. Brandt, Erwin, Tenn.; Charles C. Ashbaugh, East Liverpool, O.; John B. McDonald, East Liverpool, O.; Sol Ostrow and J. L. Murphy, Hopewell, W. Va.; J. S. George, J. C. George, R. B. George and Robert N. Logan, East Palestine, O.; George C. Thompson, East Liverpool, O.; William Burgess, Trenton, N. J.; A. J. Strikow, New York; M. A. Gesner, New York; C. A. Weidemann, Carrollton, O.; George C. Mitchell and Thomas B. Anderson, Coshocton, O.; F. W. McKee, Salem, O.; R. F. Winans, New York; Melville Marks, New York; Charles B. McClockey, New York; A. G. Dale, Trenton, N. J.; J. W. Irwin, East Liverpool, O.; D. William Scammell, Trenton, N. J.; Arthur E. Mayer, Beaver Falls, Pa.; S. H. Slobodkin, New York; Frank P. Judge, Jr., Salineville, O.; J. W. Gillies, Trenton, N. J.; V. V. Kelsey, Trenton, N. J.; Joseph Wells, Newell, W. Va.; Edwin Wells, Jr., Newell, W. Va.; Daniel M. Cronin, East Liverpool, O.; M. A. Johnson and C. L. Spittor, Huntington, W. Va.; R. J. Barlow, Trenton, N. J.; J. A. Quigley, New York; B. Shapinis, Trenton, N. J.; E. M. Uniack, Grafton, W. Va.; Charles L. Sebring, K. C. Sebring and Ray Y. Cliff, all of Sebring, O.; C. P. Metzgar, Grafton, W. Va.; R. L. E. Chambers, East Liverpool; Harry D. Wintringer, Steubenville, O.; A. V. Bleining, Newell, W. Va.; Dewitt D. Irwin, East Liverpool, O.

Bassett Secures New Agency

George F. Bassett & Co., the well-known importing house, 73 Park Pla., announce that they have secured the representation in the United States and Canada for the factory of Robert Haviland and Le Tanneur, Limoges, France, manufacturers of a full line of French china, gold encrustations and fancy items. This new representation will become effective immediately.

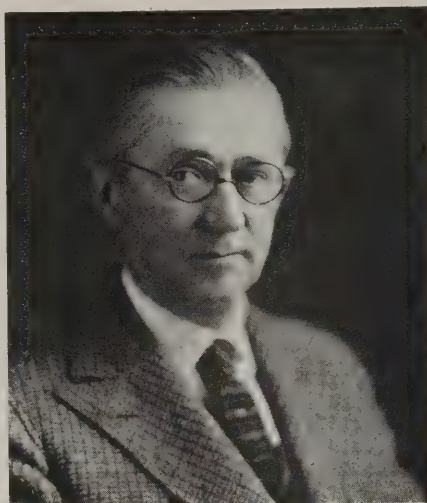
Better Dinnerware Is New President's Hobby

Thomas B. Anderson, elected president of the United States Potters' Association for 1927 has a hobby, and that hobby is the creation and production of better dinnerware.

For years, in fact before dinnerware manufacturers considered the employment of technologists at their plants, Mr. Anderson was engrossed in the study of ceramics, and his accomplishments stand as a monument to efforts.

His father was engaged in the production of heavier ceramic ware, and early in life Mr. Anderson took an active interest in the business.

Working out ceramic problems is indeed a hobby of Mr. Anderson. His association with dinnerware plants in the East Liverpool, O., district give him great opportunity for study, and since he has been with the Pope, Gosser China Co., at Coshocton, O., these studies have increased through the years. "I'm never happier than when I'm engaged in working out some new problem," Mr. Anderson has explained.



The New President

American Vitrified Manufacturers Association Meets

Manufacturers of vitrified hotel and restaurant china, known as the American Vitrified Manufacturers' Association, held their annual meeting at the Waldorf-Astoria, Monday, December 6th.

While these producers are affiliated with the United States Potters' Association, a special meeting of this group is always held during the Potters' Association gathering.

Former officers were re-elected. Walter Kerr, of the Iroquois China Co., Syracuse, N. Y., was retained as president and Charles Reed, of the Shenango China Co., New Castle, Pa., secretary-treasurer.

Because of special office duties requiring their attention, R. H. Pass, of the Onondaga plant at Syracuse, N. Y., was unable to attend this session, as was also Mr. Salisbury.

REPORT OF THE STATISTICS COMMITTEE A COMPARATIVE SUMMARY OF THE VALUE OF IMPORTS OF CHINA AND EARTHEN TABLEWARE FOR 1924, 1925, 1926

Classification and Country of Origin	1924	1925	1926
China and Porcelain, Decorated—			
Czechoslovakia	\$ 748,907	\$ 825,762	\$ 940,771

France	828,560	896,589	701,111
Germany	3,652,032	3,645,012	3,611,111
United Kingdom	57,032	349,267	71,111
Japan	3,261,456	2,677,505	3,611,111
Other Countries	306,951	230,390	241,111

Total	\$8,854,938	\$8,624,525	\$9,911,111
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China and Porcelain, Plain—			
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Total	\$ 853,017	\$ 603,967	\$ 581,111
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Earthen, Crockery and Stoneware, Decorated—			
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Germany	\$ 386,087	\$ 385,345	\$ 661,111
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Italy	133,438	191,362	211,111
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Netherlands	118,765	114,468	111,111
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United Kingdom	3,173,937	3,096,984	3,381,111
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Japan	338,357	245,186	381,111
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Other Countries	215,589	351,699	481,111
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Total	\$4,366,182	\$4,385,044	\$5,181,111
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Earthen, Crockery and Stoneware, Plain—			
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Total	\$ 761,407	\$ 576,506	\$ 411,111
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TOTAL IMPORTATIONS OF POTTERY

(Including Bisque, Parian and other wares)	\$18,162,039	\$16,490,440	\$18,511,111
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(Tableware only)	14,835,545	\$14,190,042	16,091,111
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IMPORTS OF CHINA AND EARTHENWARE FOR NINE MONTHS OF THE CALENDAR YEAR ENDING SEPTEMBER 30, 1926

Decorated China

Czechoslovakia	701,111
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France	411,111
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Germany	2,531,111
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United Kingdom	481,111
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Japan	3,421,111
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Other Countries	191,111
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Total	7,761,111
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White China	381,111
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Bisque and Parian	391,111
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Other China and Porcelain	601,111
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Total	7,761,111
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Decorated Earthenware	
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Germany	531,111
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Italy	131,111
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Netherlands	91,111
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United Kingdom	2,321,111
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Japan	291,111
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Other Countries	431,111
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Total	3,821,111
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White Earthenware	281,111
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Other Earthenware	921,111
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Common and Rockingham Ware	141,111
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Total	3,821,111
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White Earthenware	281,111
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Other Earthenware	921,111
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Common and Rockingham Ware	141,111
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Total	3,821,111
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China TABLEWARE	
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Month	Dozens	Foreign Val.	Dozens	Foreign Val.
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January	272,515	\$ 336,870	19,085	\$ 201,111
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February	769,430	683,531	100,985	541,111
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March	806,438	857,442	111,731	441,111
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April	866,241	911,943	109,631	481,111
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May	670,378	723,717	52,545	461,111
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June	792,103	905,671	55,719	411,111
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July	862,458	945,648	99,793	391,111
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August	1,033,332	1,127,850	59,082	471,111
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September	970,229	1,034,722	41,461	441,111
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Total	7,043,124	\$7,527,394	650,032	\$381,111
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EARTHEN TABLEWARE

Month	Dozens	Foreign Val.	Dozens	Foreign Val.
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January	172,938	\$ 224,840	22,475	\$ 241,111
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February	380,259	455,410	42,201	291,111
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March	387,091	489,825	50,951	611,111
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April	303,389	522,632	60,900	441,111
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May	307,670	377,792	59,859	311,111
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June	394,651	507,697	40,012	241,111
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July	326,656	452,111	45,159	211,111
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August	354,289	433,429	43,659	311,111
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September	311,115	348,229	50,106	311,111
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Total	2,938,058	\$3,811,965	415,322	\$301,111
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We've got to admit that this is a pretty fine looking group of men in this photograph of the banquet which closed the forty-eighth annual meet of the United States Potters' Association at the Waldorf-Astoria.

Banquet Closes Potters' Meet

TWO hundred potters and their friends assembled at the Waldorf-Astoria, Wednesday night and tossing wage scales, quantity production, overheated kilns and the like in temporary discard, made the best of the moment and put in a most enjoyable evening. The occasion marked the closing of the forty-eighth annual meet of the United States Potters' Association.

Joseph M. Wells, of East Liverpool, O., acted as toastmaster, although his duties were light as speech-making was confined (later principally to the married men present who were forced to explain why they were late in getting home to the good better halves. However, young Mr. Wells capably handled the job which his illustrious dad has so well taken care of in years gone by. Not only is young Mr. Wells a good toastmaster and a worthy successor to his sire, but he is a crack golfer as well and while he was unable to display his prowess in this line owing to the crowded room, he did tee off some good drives from the speakers' table. These were caught by several in the audience.

The banquet was opened with a boom from the flash-light powder, following which the potters settled down to the more serious task of enjoying the splendid repast. Liquid refreshments in the form of sweet cider brought forth several songs which were not furnished by the entertainers present. Noteworthy among these were a song on the joys of being an artilleryman, by two prominent members and another by a table of potters who extolled the benefits of residing in a little state known as Ohio which failed to give any credit whatever, to another state known as Michigan. This rendition was loudly applauded.

Thomas B. Anderson, plant manager of the Pope-Gosser China Co., Coshocton, O., newly elected president

of the Association made the opening address in which he praised the work of the United States Potters' Association. Mr. Wells was then introduced. Next came an address on economics after which a monologist did a pleasing number. This was followed by a toast collectively and individually on prosperity for the ensuing year, by Mr. Wells.

Among those present at the dinner aside from those mentioned in the registration list were: C. N. Muessig and Oscar F. Zieller, of B. F. Drakenfeld & Co., Charles Phillips, of Phillips, Thistle & Smith, Inc.; Geo. E. Minard, buyer for Stern Bros.; Simon Roth, buyer for L. S. Plaut & Co. store, Newark, N. J.; Harry S. Conn, buyer for Ludwig Baumann Co.; S. H. Slobodkin, New York representative for the W. S. George Pottery Co. and the Canonsburg Pottery Co.; D. King Irwin, New York representative for the National China Co.; John L. Pasmantier, David Pasmantier and Max Pasmantier, of John L. Pasmantier & Sons, New York representatives for the Crooksville China Co. and the Brush Pottery Co.; A. J. Strikow, wholesale crockery dealer; E. V. Weiss, New York representative for the Limoges China Co.; E. E. Wilgus, Boston representative for the National China Co.; Paul Schneelock, with Geo. Borgfeldt & Co.; Joseph Wallace, with N. Straus & Sons, Inc.; Albert Pickin, with Palm, Fechteler & Co.; H. W. Hewitt; Bernard Lipman, New York representative for the Taylor, Smith & Taylor Co.; W. Malsch, of the Roessler & Hasslacher Chemical Co.; Jos. F. O'Gorman and H. R. Handy, of the *Pottery Glass & Brass Salesman*; J. G. Kaufmann, of *China, Glass & Lamp*; M. K. Zimmerman, Norton B. Jackson, James V. Gray, Frederick S. Oliver and F. Calvin Demarest of the CROCKERY AND GLASS JOURNAL.



CAUGHT IN THE NEWS NET



H EAD of the famous English pottery of W. G. Copeland & Sons, Ronald J. Copeland, who has been a visitor in America for the past two months and who plans to sail for home next Wednesday aboard the *Berengaria*, says he is leaving the country reluctantly, for he has had a wonderful time on a tour he made to the coast. Not only was it a pleasurable trip as far as its interest scenically was concerned he said, but from a business viewpoint he considered it of inestimable value to him in keeping in intimate touch with conditions and the requirements of the trade here. Mrs. Copeland, who accompanied him on the trip, was likewise delighted with her experience in traveling here.

One of the announcements of the past week was that Clifford R. Ham, one of the trade's best known salesmen, had resigned his position as traveling representative for Geo. Borgfeldt & Co. Mr. Ham is taking his time looking around before he settles upon his plans for the future. He had been with the Borgfeldt firm for the past six years.

Justin Tharaud, Inc., is one of the newest acquisitions to the list of exhibitors at the Pittsburgh Show in January. The concern have planned to make a showing of their English and French wares at the Wm. Penn Hotel.

Nathan Straus & Sons announced recently that R. E. L. Wells has been appointed sales manager, and J. W. Wallace, assistant sales manager of Nathan Straus & Sons.

J. K. Wilson, for a number of years eastern salesman for B. Tomby & Co., has resigned his position with this interest, to go with the Edwin M. Knowles China Co., effective as of December 1st. Mr. Wilson will travel the eastern territory, and has succeeded William Tickell as eastern representative for this firm.

Geo. C. Kindt, head of Geo. C. Kindt & Co., will leave the end of this week on a trip, during the course of which he will visit the factories represented by his firm in this market. He anticipates being away for two weeks.

Samuel Hughes, housefurnishing and lamp buyer for Bloomingdale Bros., has resigned his position with that store and has accepted the buyership of the housefurnishings department of Frederick Loeser & Co., Brooklyn.

E. C. Brown, of the Geo. C. Kindt & Co., traveling force, will be in charge of the Kindt exhibit in Pittsburgh during the show. Following this Mr. Brown will pack up and leave on a road trip covering the territory formerly taken care of by H. J. Godfrey, who as previously announced in the CROCKERY AND GLASS JOURNAL, is no longer associated with the Kindt firm.

Martin Zolle, of the E. Torlotting, Inc., sales force will be in charge of their exhibit during the Gift Show at the Palmer House, Chicago, from January 29 to February 12. Following this Mr. Zolle will hit the road for a three months' trip over his territory through the middle west.

Harry Lewis, the well known New England manufacturers representative, paid a visit to the New York market this week. He leaves for home tonight (Thursday).

E. L. Bates, associated with Morris Bergman in his new uptown business, effective last Monday, assumed the duties of manager of the office and showroom succeeding Henry Martinique who formerly acted in this capacity. Mr. Martinique has left the business to associate himself with Jos. H. Schwartz in his real estate business.

Geo. E. Nicholson, head of Malone & Nicholson, the well known factory representatives, left last Tuesday on a trip to the factories represented in the market by his firm. Mr. Nicholson according to his plans will be back at his office next Monday.

E. H. Sebring China Co. Opens New Office

Announcement has been made by the E. H. Sebring China Co., Sebring, O., that effective December 1 their New York office and showroom will be located on the second floor of 16 West 23rd St. This will be in charge of their New York representative, F. W. Dalrymple.

Plager Opens New Department

The firm of H. Plager & Sons, located at 190-192 Main St., Hackensack, N. J., dealers in furniture, carpets and bedding, announce the opening of a new housefurnishing, china and glassware department.

M. J. Simon, buyer for the firm, is anxious to receive catalogs and price lists from manufacturers and jobbers in these lines. Mr. Simon has been with the firm for over five years.

Lissner's Is Sold to Goerke Company

Stock, fixtures and merchandise of J. Lissner & Sons, Newark, N. J., have been purchased and will be taken over on January 2 by Goerke Company store, of this city.

No announcement was made as to whether the store would be continued under the old name or not. It adjoins the Goerke store, and the new management may connect the stores by cutting through the dividing wall.

The Lissner firm, consisting of Arthur Lissner, Leo N. Lissner and Benjamin P. Lissner, have also sold their stores in Trenton and Asbury Park. Hoenig, Swern & Co. bought the Trenton store for a price said to be \$100,000, and Miss Gidding, formerly manager of the Asbury Park store, is now the new owner of that business.

Filene's Eases Holiday Burden for Its Employees

"Save Yourself—Save Others," will be the slogan of the Filene Co-operative Association, Boston, members throughout the store this week.

Realizing the great burden that is placed on every member of the store in the rush of Christmas business, President Floyd, of the F. C. A., recently appointed a committee of seven to consider ways and means for lightening the burden of the last two weeks before Christmas. The committee, composed of J. Kord, H. Bross, F. Miller, C. Coyne, R. List, H. McGuire and L. Libbey, has made arrangements for store members to do their Christmas shopping all this week.

L. S. Bitner, store manager, has issued a bulletin which provides for shopping hours all day. At the same time employees will have the use of any elevator. The Credit Union announces that Christmas systematic savings are ready for withdrawal now. Another boon to the early shopper is the fact that purchases made on November 29 and 30 will not be billed until January 1.

"To the store members who have already experienced one or more seasons of the crush and bustle of Christmas," the bulletin states, "any relief from the wear and tear on tired nerves and tired feet will be a welcome improvement, indeed.


"If th plan were carried no further than to insure the shopping of all members of the F. C. A. this week it would be a vast improvement over the usual condition that prevails in the weeks preceding Christmas. In short, there would be 3000 less people making purchases in the final week before Christmas than under ordinary circumstances.

"Each member is asked to bring to the attention of his or her friends and customers the advantages of shopping during this first week. To make this possible special typists are already at work typing personal letters from salespeople to their customers. Salespeople desiring to send such a personal letter to a special list of customers have only to send in a list of names and addresses of their customers."

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ightly and
anitary.

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Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rassed" any.

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❖ ❖ ❖

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❖ ❖ ❖

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Wheels etc.



WHAT THE POTTERIES ARE DOING



Manufacturers Hope for Better Business

DINNERWARE manufacturers, who are now completing their new lines for 1927 are living in the hope that the general business situation during the new year will be better than it has been during the year now drawing to a close. Frequently the statement has been made by manufacturers that the situation in the generalware industry this year is not unlike that experienced before the recent war, also that buying in the pottery trade has been quite similar to the methods followed during the pre-war years.

The department store trade did not buy as actively during the last year as it has been the custom, and this caused many manufacturers to follow new trade channels in an effort to obtain new business.

Syndicate stores have been quite active in the market during the last year, and with the opening of many new stores by these interests, the distribution of dinnerware among these distributors has of course increased.

Mail order houses have also taken their usual quantities of dinner sets during the old year, and in certain instances this volume of business has shown an increase.

Premium concerns have increased their orders for ware from time to time during the year, and it does appear according to producers that this character of business was heavier during 1926 than in 1925. Cereal manufacturers have been the largest buyers of these goods this year.

But it is not felt that the department store buyers will very likely show more interest in domestic dinnerware during the next year than has been their custom during the present season. This trade has been in the habit of buying on a conservative basis, while other distributors have placed volume business. It is this volume business that has kept many plants in rather active operation.

W. R. Renouff Joins Hopewell Sales Staff

Announcement was made this week by the Hopewell China Corp. of Hopewell, Va., that W. R. Renouff has been added to the sales department and in charge of sales of this factory, and that he will be in charge of the display of this firm at the Ft. Pitt hotel at Pittsburgh, Pa., next month.

Mr. Renouff was formerly in charge of sales of the Niloak Art Pottery at Benton, Arkansas, and later with the Westmoreland Glass Co., Grapeville, Pa. During the last year Mr. Renouff has been located in Florida, and is now making a short trip in the interest of the Hopewell factory. He will return to the home office about Dec. 20th and arrange the line that will be shown at Pittsburgh.

Hull Pottery Co. Makes 4,000,000 Bowls

Bowls, and then more bowls appears to be the motto of the A. E. Hull Pottery Co., at Crooksville, O., for according to Mr. Hull, the company produced over 3,500,000 mixing bowls during 1925 and that this year the record would go close to the four million mark. Of course all sizes of bowls are taken into consideration in computing this record. Concerning the outlook for business during 1927, Mr. Hull is taking an optimistic view of the situation, and is of the opinion that sales records next season will eclipse those of the current year.

Buying Slow for Balance of 1926

Few buyers are expected to visit this market during the remainder of the year, the manufacturers hold, this on account of the retail trade now being in the midst of the holiday sales period. All holiday stocks have been shipped to distributors from local plants, but orders for matchings to be forwarded by express are more or less active just now.

Reloanle Kaolin Co. Formed

Information has been received here of the formation at Indianapolis, Ind., of the Reloanle Kaolin Co., with a capital stock of \$50,000. The new company, which is headed by Nicholas M. Smock, will engage in the mining and marketing of clays on an extensive scale.

Art Pottery on Exhibit

Art pottery to the number of 62 pieces, and from many different art ware producers in the United States have been on exhibition in East Liverpool for a fortnight. The exhibit is valued at \$3,000 and is being placed on display in different department stores where dinnerware and art ware is made a department feature. This is the first time such an exhibit has been made in this ceramic district. The collection is the property of the American Federation of Arts, of Washington, D. C. In some communities, the exhibit is obtained through the efforts of the Women's Clubs and at a time when art pottery is a subject scheduled for discussion.

Thompson Pottery Co. to Feature New Patterns

A rather wide variety of new patterns are to be featured by the Thompson Pottery Co., in its 1927 line, and the first of these new patterns will be placed in the factory

sample rooms next week. These patterns are for 1927 delivery. Together with the new patterns the leading numbers featured during 1926 will very likely be displayed at display this firm is considering at the Ft. Pitt Hotel, Pittsburgh, Pa., next month. Because of the demand for the decorated line of this factory, the decorating department of this plant has been working much overtime lately.

Willam C. Tickell Returns From Trip

William C. Tickell, eastern salesman for the Smith, Phillips China Co., who has been spending a few days at the factory, following a trip over his territory, has returned to his home at Baltimore, Md., where he will remain until after the Christmas holiday, when he will return to this district.

Fire At Cartwright Bros. Pottery

Fire at the plant of the Cartwright Bros. pottery late last week caused damage estimated at about \$4,000. Two carloads of straw were destroyed, and a part of the decorating and packing department was damaged. The origin of the fire has not been determined. Firemen were engaged for nearly three hours before the flames were extinguished.

Active Demand for Specialties

There has been an active demand during the last few months for the specialties offered in the local market, such as bridge sets, luncheon sets and similar creations. Numerous factories added such features to their line during the last season. Quite a few department stores have been forwarding repeat orders on these special sets, and this indicates the retail sale of these goods has been excellent.

It is recalled that a year ago the manufacturers were urged to keep constantly adding that something new to their lines to take the place of any possible decline in the demand for general dinnerware, and where these specialties have been introduced good business has as a rule followed. That other additions will be made to the dinnerware line next season is now generally admitted.

Charles C. Ashbaugh Heads Pottery Section

At the annual meeting of the Ohio Ceramic Industries Association, held in Lord Hall, Ohio State University, Columbus, O., Charles C. Ashbaugh of the West End Pottery Co., of East Liverpool was elected chairman of the Pottery and Tile section. Fifteen questions were presented for discussion at the meeting of this group.

"Need for research and education in the dinnerware division of the American Ceramic Society," was a subject treated by Frank P. Judge, Jr., of the sales department of the National China Co., Salineville, O. The thought was brought out by Mr. Judge that in a general way, buyers of dinnerware stressed the beauty and lines of a dinner shape, decoration and character of treatment

(Continued on page 37)

SPAR MINPRO STAR

THE REWARD OF BUSINESS
FOR SERVICE RENDERED IS A
FAIR PROFIT PLUS A SAFE RE-
S E R V I C E , COMMENSURATE
WITH THE RISKS INVOLVED
AND FORESIGHT EXERCISED.

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R & H is a great believer in the idea of giving service and dependably uniform materials. The R & H organization earnestly endeavors to meet your requirements in Feldspar and other Ceramic materials by maintaining the highest standards.

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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Better Freight Rates for Glass Announced

EFFECTIVE as of January 1, more reasonable freight rates will be effective in shipments of cut glassware, it has been announced by the Consolidated Classification Committee, representing the various railroads of the country. This announcement comes long after there was a hearing on the subject, which took place April last.

The carriers were requested to reduce the rate on first class less than carlot shipments, and third class car load shipments with a rating of 20,000 pounds.

Manufacturers of cut glass held that when there were heavy shipments of heavy cut glassware, the rates then and not in effect were designed to protect the carrier against loss and damage claims, because of the value of the character of merchandise. It was pointed out to the Classification Committee, that when light cut glassware began to be introduced on the market in large volume, rates on cut glassware remained the same, and at the same peak tariff. It is now declared, according to the Classification Committee, that records show that at least 70 per cent of the cut glassware made has a value of about \$20 or less per hundred pounds.

The claims of the cut glass manufacturers for a reduction in the freight tariff on this class of merchandise was pressed before the Classification Committee by Ira Kins, traffic manager for the Monongah Glass Co., Fairmount, W. Va.; B. E. Factor, of the Hocking Glass Co., Lancaster, O., and M. A. Smith, of the McKee Glass Co., Jeannette, Pa. The introduction of the new rates will result in a tremendous saving in freight rates to buyers.

Mound City Glass Co. Plant Purchased

The plant and equipment of the Mound City Glass Co., located at Lumberport, W. Va., has been purchased at a courthouse sale by Vance E. Horner of Lumberport. This company first began business in a small way at Moundsville, W. Va., producing a rather exclusive line of cut glass. The business proved to be successful, and the company, following a program of expansion removed to Lumberport, W. Va., where it has since been located.

W. L. Reddick Resigns As Clarksburg Superintendent

Announcement has been made at Clarksburg, W. Va., of the resignation of W. L. Reddick as superintendent of the Clarksburg plant of the Hazel-Atlas Glass Co., of Wheeling, W. Va. He has been succeeded by G. Wes-

ley Evans, who will take up his new work as of January 1st. Mr. Evans is now assistant superintendent under Mr. Reddick. The future plans of Mr. Evans have not been made known.

A. R. Payne, for the last eight years chief physicist for the Hazel-Atlas Co., with offices at Clarksburg, has also retired from that organization to go with the Fostoria Glass Co., at Moundsville, W. Va. Mr. Payne became identified with the Fostoria organization as of Dec. 1st. He is considered one of the most noted glass technologists in the United States, and has also been active for many years in the councils of the American Ceramic Society.

Sanger Syndicate to Have Sales Representation

Glass and pottery manufacturers are interested in the announcement that the Sanger Syndicate, with chief offices at Dallas, Texas, plans to give manufacturers sales representation in the southwestern and southern part of the United States. The new section of selling will come under the wholesale offices of this company, which is headed by I. L. Sanger. Manufacturers by having this selling organization representing pottery and glass line will be enabled to have their merchandise brought to the attention of a larger trade than usual. Sample rooms of the new organization will be opened in the Wholesale Merchants' Building at Dallas.

Molten Glass Tank Explodes—No Injuries

A number of men had a narrow escape from burns and possible injury a few days ago when a large tank of molten glass in the factory of the United States Glass Co. burst. The bottom of the tank dropped out, permitting the molten glass to flow from the tank and over a concrete floor. The company will sustain a loss of several thousand dollars, this in the temporary loss of production and repairs to the tank, the latter now being under way. Seven employees of the factory were close to the tank when the glass began to flow from it.

Harold Grier Resigns from Dominion Glass Co.

Word has been received in this district of the resignation of Harold Grier, as general manager of the Dominion Glass Co., with offices at Montreal, Canada. He has been succeeded by J. W. King, who has had charge of the Hamilton plant of this company. In this connection it is related that the Dominion Glass Co. has discontinued the production of a line of illuminating glassware.

Hazel-Atlas Glass Co. Tank Bursts

A temporary suspension of production in one section of the Grafton, W. Va., plant of the Hazel-Atlas Glass Co. was caused when the No. 2 tank in this factory burst. Considerable glass was lost, and that end of the factory was shut down until repairs could be completed.

Early Christmas Rush in Progress

Retail buying in local department stores has disclosed that the early Christmas rush has started in full swing. In the china and glass sections, and also in the lamp and toy departments crowds are being cared for daily.

Buying of china, glassware and lamps of all character is just a little more brisk for the opening of the December season than sales for the similar period last year, department managers declared this week. Ample stocks are on hand, and when numbers are sold out replacements are immediately ordered to be forwarded from the factories by express.

Colored glassware novelties are in very good movement, in fact this entire line is selling well, so far as local demand is concerned. Floor and bridge lamps are also in demand, and sales in these departments are pronounced good.

Perfect Glass Co. Resumes Operations

Operations have been resumed at the plant of the Perfect Glass Co., Wheeling, W. Va. This factory has been idle for some time in order that a program of improvements could be completed. The factory is one of the newer glass industries established in the Wheeling district.

Bonita Art Glass Places Stock on Market

An issue of preferred stock has been placed on the market by the Bonita Art Glass Co., of Huntington, W. Va. This interest is now expanding its plant, which is confined exclusively to the decorating end of the business. In announcing the new stock issue, the company has made this declaration:

"After the holders of the eight per cent preferred stock have received full dividends, of eight per cent, and after eight per cent has been paid on the common stock of this company, the holders of the preferred stock shall share equally with the holders of the common stock all remaining earnings when same is distributed until the preferred stock has received an additional 'four per cent,' making a total of twelve per cent dividends for the preferred stock."

Since the removal of this plant from Wheeling, W. Va., to Huntington, the company has been doing an increased business, and with its additional capacity in full operation, it is believed that the annual volume of business handled will be double that possible during the last year.

Flint Glass Production Normal

Production in the flint glass factories in the Pittsburgh and West Virginia territory is being maintained on normal



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

New York Paul Joseph, 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw, 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.

inal schedules for this season of the year. Many factories are working on orders for goods wanted for January sales, and shipments are now going forward. Some business for January shipment is also being placed on file.

All factories who have been in the habit of maintaining displays at the Ft. Pitt and Wm. Penn Hotels during January are arranging sample lines for these exhibits.

Salesmen have closed their trips for the current year, and are either at factory offices or are at home until immediately following the Christmas Holiday.

Dohrmann Gets Tracey Inn Contract

The Dohrmann Hotel Supply Co. had the contract for the china and other equipment for the banquet room, Coffee Shop and kitchen of the Tracy Inn, new Hockenbury-financed, community hotel at Tracy, California, which, it is announced, will open early in the new year.

The Tracy Inn, planned by Tuttle & Slocombe, architects, of Oakland, is of Spanish design, two stories in height, with seventy-five guest rooms; the Coffee Shop will be most unique, having had special attention from the Dohrmann designers and Chas. B. Hamilton, president of the Hamilton Hotel Operating Company, which will operate the hotel. Geo. A. Good is president of the local community hotel corporation.

The man who invests in more knowledge of the business than he has to have in order to hold his job, has capital with which to buy a mortgage on a better one.

Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

This is the fifth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

IN order to compute the tax on the income tax return, the subject which will be taken up in this article, it will be necessary to recall what has already previously been stated, namely, that the exemptions are \$1,500 to a single person, \$3,500 to a married person or to the head of a family, and \$400 for each dependent.

Most taxable income is subject to what really amounts to two separate rate schedules. One is the normal tax, which is imposed at varying rates, and the other is the surtax, which has still a larger rate variation. Nevertheless, the actual calculation is very simple, as will be readily seen.

THE NORMAL TAX

The normal tax on individual citizens or residents of the United States is upon the amount of the net income in excess of exemptions and credits. The rate is $1\frac{1}{2}$ per cent upon the first \$4,000 on such exemptions and credits, 3 per cent on the next \$4,000, and 5 per cent on the balance.

In the case of non-resident alien individuals, generally the normal tax is a straight 5 per cent, there being no reduction in the rate upon any part of the net income subject to tax.

Perhaps an illustration will bring out the point more clearly. Let us suppose a married man having no dependents has a net income of \$20,000. His exemption is therefore \$3,500, so that there is subject to normal tax the balance of \$16,500. Of this amount the first \$4,000 is subject to the $1\frac{1}{2}$ per cent rate, resulting in a \$60 tax. The next \$4,000 is subject to a 3 per cent rate, giving a tax of \$120. The balance of \$8,500 is subject to a 5 per cent tax, amounting to \$425. The total normal tax in this case, therefore, would be \$605. The computation thus is very simple. It might be somewhat complicated where the question of earned income is a factor, but we need not now be concerned with that question.

THE SURTAX

The surtax, since it does not apply to any income below \$10,000, is not concerned with exemptions or credits; therefore, its calculation becomes mechanical. So much so that the tax blanks contain a schedule of surtax rates and amounts on the various brackets as applying to the net income, beginning with \$10,000 and going up to \$100,000.

The lowest rate is 1 per cent, and applies on that part of the income which is between \$10,000 and \$14,000. In other words, the \$4,000 of such net income is subject to a \$40 tax. The rate then rises gradually, so that by the time one gets up to an \$80,000 net income, the rate is 19 per cent on the \$20,000 which lies between the \$80,000 and \$100,000 of income. Over \$100,000, all income is subject to a 20 per cent surtax.

The rate schedule printed on the return shows also the accumulated surtax up to a given point of income. Thus, as has been seen, while the income between \$80,000 and \$100,000 is subject to a 19 per cent rate, the total surtax on \$100,000 of net income is \$11,660, or an average rate of less than 12 per cent. An illustration of a particular case would perhaps clear up any doubt on this point. Take the same individual in the previous illustration, having a \$20,000 income. The surtax is computed as follows: The first \$10,000 is entirely exempt. The next \$4,000 is taxable at 1 per cent, or \$40. The next \$2,000 is subject to a 2 per cent tax, which is also \$40. The next \$2,000 is subject to a 3 per cent tax or \$60. The next \$2,000 carries a 4 per cent tax, or \$80. Thus, the total surtax on \$20,000 income is \$220.

Using the same individual, who is a married man living with his wife but without dependents, we saw that his normal tax on a \$20,000 income was \$605. Since, as we now see, his surtax is \$220, his total tax on the \$20,000 income is therefore, is \$825.

In considering tax rates, mention has already been made of the earned income rate, which is a 25 per cent reduction off the tax otherwise due. Also, there is what is called a capital gain tax which is limited to a maximum of $12\frac{1}{2}$ per cent. These are special features, and will be taken up separately, but as a general proposition, the calculation of the tax, so far as the normal and surtax rates are concerned, is a simple proposition. Perhaps the reason why it is generally otherwise considered is due to the sliding scale of rates. Instead of there being one single rate of normal tax and one single rate of surtax, there are a number of rates, starting with the lowest at the bottom for smaller incomes, and climbing up to the higher rates and larger incomes at the top, thus causing a number of tax brackets which are confusing.

(Continued on page 37)

What's New In New York Showrooms

Items of Beauty Feature Bing Display

Sevres china in all its beauty and quality needs no introduction and one can readily appreciate what a real work of art the clock set illustrated must be. The set which is on view at the showroom of F. Bing & Co.'s Suc-



cessors, 67 Irving Pl., is one of this well known firm's French importations. The columns supporting the clock and the bodies of the two comports are of Sevres china while the decorative trimming is of ormula bronze. To complete their beauty and artistic effect the bases are of onyx. One feature of the Bing display is the astonishing number of different countries from which their wares come. Among their Italian lines is an exhibit of hand sculptured marble figures that are objects of art in every sense of the word. The sculpturing is most true to life and is perfect down to the smallest detail. Some of the figures are seated in bronze chairs while others are standing. They are all mounted on an onyx base. A great many of the subjects are modern adaptations of ancient classic ideas.

Bassett's New Spanish Pottery

The latest acquisition to the lines shown by Geo. F. Bassett & Co., the importing house, 73 Park Pl., which they represent in this country, is one that offers most complete and comprehensive selection of Spanish pottery. To give some idea of the range of this new line it is interesting to note that twenty-seven barrels, which the Bassett firm have just received, were necessary to be used in forward-

ing the samples to this country. The line covers the entire range of art pottery and presents an entirely new type of Spanish decorative treatment. Every manner of color has been introduced into this splendid line of gift items. Plaques, lamp bases, every type of wine and water set, all kinds of vases, flower holders, candlesticks, powder boxes, in short, every possible item that is to be found in a complete gift line is to be viewed among these samples. This new exhibit will not be shown by the Bassett firm until January at which time they will be settled in their new uptown home.

Edw. B. Dickinson, Inc., to Move

The well-known importing house of Englishwares Edward B. Dickinson, Inc., now at 37 West 23rd St., is making preparations for the concern's removal early in January to 49-51 West 23rd St., where the entire sixth floor of the building has been secured on a long lease.

In their new quarters, with greatly increased space, the concern will have much better facilities both for stock room and display than they have in their present location, thus the move will enable them to give the trade better service than they have been able to give in their old sales-room.

Plans are now under way for fitting the place up in a manner befitting the quality of the wares handled by the Dickinson firm and judging from the concern's achievements in the past in this respect and with the decorative scheme and furnishings supervised by Mr. Dickinson, head of the concern, the trade may well look forward to seeing an unusually tasteful salesroom.

Postley Adds Furniture to Lines

Samples in wood furniture, both finished and unfinished, are beginning to arrive at the showroom of the Chas. A. Postley Co. These consist of breakfast sets, end tables, occasional tables, wall brackets, etc., which the Postley firm will feature extensively among their new 1927 lines. The complete showing of these will be ready January 1. In order to increase their floor space the firm is starting extensive alterations which, when complete, will add materially to their show room.

OBITUARY

George H. Reidpath, who for the past four years has been associated with John J. Reed & Sons, Boston, manufacturers' representatives, died Wednesday, November 24. Mr. Reidpath, who was formerly jewelry and toy buyer for R. H. White & Co., Boston, later going into business for himself and following this becoming connected with the Reed firm, was well known and liked in the trade. His death will be learned of with deep regret by those who knew him. The funeral was held November 26, and interment was at Swampscott, Mass.

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NATIONAL CHINA
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MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

For use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

**MAYER CHINA
COMPANY**
Beaver Falls - Pa

Montgomery Ward Launching New Chain

Small Stores to Serve as Display, Service and Sales Depots—The First Is in Kansas

MONTGOMERY WARD & CO., Chicago, already well established in the department store field, with retail stores connected with its main distribution plants, where customers may buy across the counter, has launched upon a new venture of opening numerous smaller stores throughout the country in "key" localities. The first of these is in Marysville, Kan.

According to recent announcements, the plan is to make these stores serve a double purpose, one being to act virtually as display "windows" and ordertaking offices for the mail-order side of the business, and the other being to serve as a regular retail store, making its sales across the counter just as the big retail depot at the branch and main plants do, though with more restricted stocks, and entering directly into competition with local merchants.

The new chain of Montgomery Ward stores will not, of course, carry as wide a range of merchandise as the big department stores of the concern, and certainly not as great variety as the mail-order plants, but nevertheless these stocks will be fairly comprehensive.

Theodore F. Merseles, president of the company, considers that this widely scattered chain of stores or "displays" will justify their cost simply as confidence-building displays of Montgomery Ward merchandise, even if they do not result directly in a dollar's worth of sales.

"These displays with one of our own trained men in charge and a local man as assistant," Mr. Merseles says, "will be a constant check on our buyers. They will report what kind of goods their customers want, what the local stores are selling, how our prices compare and the hundred other details which tell how good our buying department has been. They will tell us why certain merchandise does not move, and we can correct it. They will tell us if our price is too high and we can investigate to see if we cannot buy more economically from other sources.

"With the thousands of items in our catalogues, perfect buying and a constant check are, of course, not always possible, and these local observers are going to help us. They are going to be close to our customers and know their needs and their mental attitude in a way which we never could in the home stores and transmit them to us in daily and weekly reports.

MAY REVOLUTIONIZE RETAIL STORE METHODS

I successful, the new venture of Montgomery Ward & Co., in opening up display depots and small retail stores throughout the country, will develop an entirely new type of retail store, likely to revolutionize to a large extent present methods of distribution.

The picture that the plan suggests is that of conducting a department store business, with all of a department store's wide variety of merchandise, by selling from display samples for near-future delivery.

Samples of every item would not be necessary. Typical samples, supplemented by consumer confidence in a house of this type, verbal explanation and comparison by keen salespeople, and catalogue specifications and guarantees, would enable a store of this type to take orders for innumerable more items of merchandise than shown by its samples.

The picture becomes increasingly convincing in view of the fact that such concerns as Montgomery Ward and Sears-Roebuck have demonstrated the possibility of making astoundingly large sales from the catalogue alone, unsupplemented by personal salesmanship and actual samples.

And in the picture also belongs that flexibility of operation that would permit carrying on hand a selected stock of the best selling items for immediate delivery or "take-with" sales.

WILL MAKE FRIENDS

"Through that personal contact we are going to make more friends every day, because they will be able to see the quality of the goods we offer at such low prices and know that our catalogue does not exaggerate."

The stock assigned to each store, necessarily in view of the size limits imposed in the nature of the plan, will be largely a matter of territorial and even local selection, the displays being adapted to the characteristics and needs of the local market.

No announcement has been made yet as to the number of these small stores that will be opened, but the inference is that the company sees in this plan a method of blanketing the country economically and that the chain eventually will reach from coast to coast.

The Montgomery Ward business is growing rapidly. Sales for the twelve-month period ending July, 1926, were approximately \$198,000,000, as against \$184,000,000 for 1925. A vigorous policy of physical expansion is being carried on with the open-

ing of new plants and additions to those already in operation. Along with this goes a steady increase in earnings, with the prospect that for 1926 the earnings will be \$10 per share or 100 per cent on par value. The dividend rate, it is estimated, should be \$4 or \$5.

Conversion of coal into steam or gas and distribution through pipes for heating, instead of costly transportation and distribution of coal in the raw state, is predicted for the bituminous coal industry by Walter Barnum of the National Coal Association.

CHICAGO OFFICE

312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Chicago Stores Crowded With Xmas Rush

"Full speed ahead," is apparently the slogan of Chicago shoppers this week, for the department stores on busy State Street were jammed and packed on Monday. The early Christmas shopper is getting in his biggest work at this time and the stores are responding with many specials in their China, Glass and Lamp Departments.

Ray C. Pickell has become associated with Wilbur Snow & Co., Oak Park, Ill., manufacturers of lamps and lighting fixtures. Mr. Pickell will be manager of the office and be estimator as well as assisting in the sales force. This company has heretofore confined their efforts to the lighting fixture trade, but will be ready with a line of lamps and lamp parts early next year.

George J. Schock, for several years associated with the Western China Works, Aurora, Ill. and prior to that connection with the N. O. Cedarborg Co., Aurora, Ill., has formed his own company and will produce a line of lustre lamp bases and lustre art china pieces. Headquarters have been established in Glen Ellyn, Ill. where a retail store will be operated in connection with the factory, the company occupying the entire building.

Dwight P. Childs, President of the Haven Co., 666 Lake Shore Drive made a trip east during the past week in the interest of his company. Ornamental iron furniture combining the marble tops and bases for tables and lamps are being featured by the Haven Co. and many new numbers will be on display when the "Market" opens the first week in January.

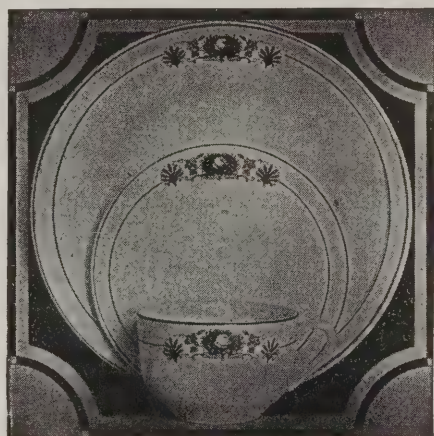
The Glass, Pottery, Lamp and Housefurnishing Association, have commenced their advertising campaign under the direction of Clyde Reasner, of Kelly & Reasner. The campaign is designed to bring in the buyers the first two weeks in February for the annual Market event.

The Bronze Metal Works, 361 W. Superior St., Chicago, was incorporated recently with a capital stock of \$35,000. The company will manufacture and deal in lamps, fixtures, vases, etc. The incorporators are Morris Favish, Reuben Favish and Otto Oestreich.

The Hadley Co., 1725 Second Ave., Rock Island, was incorporated recently with a capital of \$60,000. The company will deal in radios, victrolas, furniture, household goods, etc. The incorporators are H. W. Barsel, J. Alroy, Mose Felder, and M. H. Rosenthal.

The Progressive Wood Novelty Co., 1520 Belmont St., Chicago, was incorporated recently with a capital of \$3,500. The company will manufacture and deal in general and special cabinet work and furniture, wood novelties, etc. The incorporators are Randolph B. Salem, Charles W. Stiefel and Benjamin H. Black.

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No. B1121

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For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

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Phone Hemlock 1000

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This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Toy Output Increases 3.4 Per Cent
in the Last Two Years

Number of Manufacturers Decreases and Cost of Material Drops, but Wages Are Higher—
Outlook for the Future Is Considered Excellent

The Department of Commerce announces that, according to data collected at the biennial census of manufactures, the establishments engaged primarily in the manufacture of toys, games, and playground equipment in 1925 reported such products, valued at \$52,02,642, together with other products valued at \$4,848,024, making a total of \$57,950,066, an increase of 3.4 per cent as compared with \$56,066,432 for 1923, the last preceding census year.

In addition, toys, games and playground equipment are manufactured to some extent as secondary products by establishments engaged primarily in other industries. The value of such commodities thus made outside of the industry proper in 1923 was \$2,916,394, an amount equal to 5.2 per cent of the total value of products reported for the industry as classified. The corresponding value for 1925 has not yet been calculated but will be shown in the final report of the present census.

The principal products of this industry may be enumerated as follows: Equipment, except playing cards, or games for adults, other than such athletic games as baseball, football, basketball, tennis, golf and polo; equipment for all children's games; toys of all kinds, except children's school goods and sleds; dolls and doll clothing; playground equipment, such as carousels, swings, etc.; and lawn swings.

Of the 361 establishments reporting for 1925, 106 were located in New York, 47 in Ohio, 34 in Pennsylvania, 25 in Illinois, 25 in Massachusetts, 19 in New Jersey, 17 in Connecticut, 14 in California, 8 in Wisconsin, 7 in Maryland, 7 in Michigan, 7 in New Hamp-

shire, 6 in Minnesota, 5 in Indiana, 5 in Iowa, 4 in Maine, 4 in Missouri, 4 in Vermont, 3 in Kansas and the remaining 14 in 10 other States. In 1923 the industry was represented by 411 establishments, the decrease to 361 being the net result of a gain of 80 establishments and a loss of 130, of which 86 were idle during 1925 or had gone out of business prior to the beginning of that year, 29 reported as their principal products commodities other than toys, games, or playground equipment and were therefore transferred to the appropriate industries and 15 reported products valued at less than \$5000. (No data are tabulated at the biennial censuses for establishment with products under \$5000 in value.)

The statistics for 1925 are summarized in the following statement. The figures for 1925 are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

	1925	1923	P. C. of inc. or dec. (—) as to
No. of establishments.....	361	—12.2	
Wage earners, average number (a).....	14,009	— 3.3	
Maximum month	Nov. 16,700	
Maximum month	Jan. 10,865	
% of maximum	65.1	
Wages	\$14,194,018	2.1	
Cost of materials (including fuel, electric power and containers).....	\$23,240,593	— 2.5	
Products, total value.....	\$57,950,666	3.4	
Dolls	\$11,957,907	2.6	
Doll parts and clothes.....	\$1,458,907		
Other toys and games.....	\$38,455,529		
Playground equipment	\$1,230,299	76.4	
All other products.....	\$4,848,024	1.0	
Value added by manufacture (b).....	\$34,710,073	7.7	
Horsepower	20,218	25.5	
(a) Not including salaried employees.			
(b) Value of products less cost of materials.			



CROOKSVILLE
CHINA CO.
U. S. A.

H-4 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.
CROOKSVILLE, OHIO
Main Office and Factory
EASTERN REPRESENTATIVE
Herbert A. Wellington
Boston, Mass.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
348 Morrison Hotel
J. E. Boring
Representative




Gammon's

round out
Unique Service
with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS

"JUST WHAT THE NAME IMPLIES"

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendene	fancy
Highland	plain
Pilgrim	octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Carrollton, Ohio
14 Kilns

Factories

Scio, Ohio
9 Kilns

TRADE MARK
CARROLLTON
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903
MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

W

E offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

"An Armistice Accounting" in Export Trade

A comprehensive survey of the export trade of the greater part of the world, with comparisons for the years 1913 and 1925, is given in what is termed an Armistice Accounting by the National Foreign Trade Council. The showing is based upon complete figures for seventy nations who do more than 90 per cent. of the world's export trade. The nations covered had an export trade in 1913 valued at \$19,426,000,000, while for 1925 the figure was put at \$19,950,000,000 after reducing the \$29,970,000,000 worth of trade actually reported to the buying power of the dollar in 1913. It has thus taken twelve years, the Council says, to bring a $2\frac{1}{2}$ per cent. actual increase in the value of exports circulating in the world. What might have been the case had there been no war may be judged, the Council says, by the rate of advance in export trade that had steadily progressed from 1900 to 1913, the annual growth being $6\frac{1}{2}$ per cent. If this growth had continued, it is suggested, the world would have been doing \$41,500,000,000 of export trade at 1913 values instead of \$19,950,000,000, and at 1925 values it would have done \$62,000,000,000 instead of less than \$30,000,000,000 worth. The conclusion is reached that foreign trade has not filled by half the gap between the normal extent to which it would have satisfied the growing demand of human wants had there been no war, and the extent to which it has actually met them, while the accumulated shortages of the twelve years are estimated at a total of \$210,000,000,000 at 1925 values, about ten times our national debt, or \$140,000,000,000 at 1913 values.

On the other hand, it is pointed out, world trade has now accelerated its pace to fill the gap mentioned, and instead of a $6\frac{1}{2}$ per cent. annual increase in the period from 1900 to 1913, world exports have been gaining more than 10 per cent. annually for the past three years. While this is so, the Council remarks, the world will have to increase its exports at the latter rate yearly for more than thirty years to make up for the ground lost during the war. Even the United States, which gained almost 32 per cent. in real exports since 1913 and has made the greatest gain of all nations in the volume of trade acquired, is still, according to the Council's figures, more than \$2,000,000,000 behind the export trade it would have had if the pre-war gain had been uninterrupted. These considerations, in the view of that body, make it clear that American foreign traders still have before them an immense service to the world in helping to make up the shortage of necessary goods resulting from the artificial war deflation of world needs. "We," it says, "are still at least ten years short of catching up with our own normal foreign trading toward that end, and the rest of the world is a full generation in arrears."

Turning to other parts of the world, the survey derives from highly interesting tables, which we have not space to reproduce, figures showing striking changes in pre-war alignments of trade power. It is pointed out, for example, that Europe now holds but 49 per cent. of the world's export trade, as against 62 per cent. in 1913. English-speaking North America has increased its export trade by

40 per cent., Latin North America and the West Indies by 52 per cent., and South America by 5 per cent. Asia's increase is the greatest of all, viz., $52\frac{1}{2}$ per cent., while Australasia has expanded its exports by $45\frac{1}{2}$ per cent. and Africa by 16 per cent. The largest total gain of any country was made by the United States with \$789,000,000, or $31\frac{3}{4}$ per cent. greater than its export trade of 1913. Canada had a gain of \$394,000,000, or 85 per cent.; Japan, \$315,000,000, or almost 100 per cent.; British Malaya, \$278,000,000, or 14 per cent.; Australasia, including New Zealand, \$211,000,000, or $45\frac{1}{2}$ per cent.; India, \$187,000,000, or 24 per cent.; Yugoslavia, \$78,000,000, or 339 per cent., and the Philippines, \$51,000,000, or 106 per cent.

Russia is prominent among the countries whose decline in foreign trade has been severe, its export trade being \$557,000,000, or 76 per cent. less than in 1913; allowing for its reduction in territory, its loss of export trade since 1913 has been about 50 per cent. Germany's 1925 figures show a loss of 42 per cent. from its 1913 exports, or \$1,009,000,000, but it is rapidly recovering its export trade. Belgium, the Netherlands, Spain, Portugal, Turkey and Bulgaria all show losses in export trade. As indicating changes in the economic map of Europe growing out of the war, it is noted that Poland's export trade is now almost as great as that of Russia, while Czechoslovakia's is twice as large as that of Austria in its changed boundaries, and the export trade of Yugoslavia exceeds that of Hungary.

Wanamaker Toyland Is More Elaborate

Toyland in the Wanamaker's Philadelphia store is more elaborate than ever this year. From now until Christmas the department will be featured in the store's daily page advertisement in the newspapers.

A recent one was captioned "Daddy, Is It Real?" and the copy read: "Ask a delighted young visitor to the Wanamaker Happy Land of Make-Believe. Of course it's real. As real as the joy of a child in visioning a happy world. As real as thought; as real as love and kindness.

"Especially, of course, when you see it in the light of Aladdin's Lamp. And here is the story of Aladdin and that wonderful lamp told in miniature pictures in a series of seven panels and the whole serial takes only about six minutes' run.

"And when the kiddies have seen it, each of them will be glad to get a copy of the little book that tells the story in a way that doesn't take long to read and that children enjoy. And the book is free to every little visitor. Of course, there are lots of other delightful things to see, such as Candy-Stick Lane and Drum Major Minor, with his comical Candy-Stick Band, and the Sour-Ball Tree and Cinderella and Goldilocks and the Big Bear and the Little Bear and other grand things.

"Oh, it's a wonderful place."



The 1926 issue of the Holiday Number of the CROCKERY AND GLASS JOURNAL will, we believe, be the best ever.

This special number is the trade's classic and year book and is read by dealers and buyers from coast to coast and on the continent.

It will work to our mutual benefit to have your advertisement in this issue which in addition to carrying the advertisements of the leading pottery, glass and lamp manufacturers will be chuck full of interesting reading material fully illustrated.

*A postcard request will
bring our rates*

CROCKERY AND GLASS JOURNAL

45 East 17th Street
New York

W A N T E D

Prices: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

"O WELL RATED MANUFACTURERS AND IMPORTERS"

A N Organization, headed by a man with fifteen years' experience as an Executive and Salesman in the Glassware, Dinnerware, and Household Utility trade, wishes to represent a few Leading Firms, in Chicago and the Middle West. We are well and favorably known by the Jobbers, Department Stores, and Premium Sellers. Can furnish the best of references. Box 587, care of CROCKERY AND GLASS JOURNAL.

SAMPLE TRUNKS WANTED

WANTED—Several sample trunks for china and glass. Must be in good condition. Give makes and price and condition in first letter. Address Box 591, care CROCKERY AND GLASS JOURNAL.

REPRESENTATION WANTED

ONE of the largest and best decorating companies seeks wide awake representation. Those that have sample rooms established preferred in the following territories: Boston, New York City, Philadelphia, Baltimore, Buffalo, Detroit, Cleveland, Cincinnati, Chicago, Salt Lake City, Seattle, New Orleans and Memphis, Tenn. Those that have a good following preferred. Answer to Box 590, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

DECEMBER 2, 1926

C. G. Campbell, housefurnishings, Hutzler Bros., Baltimore, Md., 140 Broadway.
W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.
H. A. Maxono, gifts, housefurnishings and toys, Kerr D. G. Co., Oklahoma City, Okla., 333 Seventh Ave.

DECEMBER 3, 1926

M. Moreland, housefurnishings and china, Mandel & Harris, Inc., New Haven, Conn., 115 West 30th St. (B. F. Levis).

DECEMBER 6, 1926

Le G C. Wilson, housefurnishings, Goodall-Brown D. G. Co., Birmingham, Ala., Pennsylvania.
R. E. Evans, china and glassware, J. N. Adam Co., Buffalo, N. Y., 17 East 39th St. (Asso. D. G. Corp.), 3rd floor.
L. A. Bourbon, housefurnishings, china and toys, H. C. Jones, Emps. Duffy-Powers Co., Rochester, N. Y., 1150 Broadway (F. Blenthal & Co.).

DECEMBER 7, 1926

J. J. Fagan, kitchen furnishings, Shartenberg & Robinson, Pawccket, R. I., 315 Fourth Ave.
W. W. Wentworth, housefurnishings and toys, Wm. Laubach & Sons, Easton, Pa., 41 Union Sq., Imperial.
H. E. Kline, lamps, Watt & Shand, Lancaster, Pa., 432 Fourth Ave. (D. G. Union).

DECEMBER 8, 1926

J. M. Friedlander, toys, Nathanson Bros., Toledo, O., 131 West 5th St. (J. Hartblay, Inc.).
J. Hertzberg, china and glassware, S. Kann Sons Co., Washington, D. C., 128 West 31st St. (Weill & Hartmann).

National to Discontinue White Ware Production

The National China Co., of Salineville, O., will discontinue the production of white ware early in January and will thereafter show its shapes in an ivory body. Announcement to this effect has just been made by Frank P. Judge, Jr., manager of sales.

In an open letter to the trade, Mr. Judge has said:

PETER POTTER



The nosiest piece of crockery is the cup that cheers.

"For the past several weeks we have been considering the advisability of turning our production from white ware to Ivory. After due consideration from every angle, we decided to make the Ivory,—really being forced into it.

"It will not be convenient for us to make both the White and the Ivory, therefore the White will have to be discontinued. We want to co-operate with you in getting your present stock of our ware balanced so it can be sold with practically no tag ends for you to close out, therefore will you please go through your stocks at once and send us your orders as quickly as possible for what you need to complete your stocks? We would appreciate your co-operating with us so that our manufacture of White ware can be discontinued by March 1st.

"The new product will be shown for the first time on a large scale at the Pittsburgh Exhibit which opens January 10th, 1927. Many new decorations will be shown along with the best sellers we now have. These latter look better to us on the new product than they do on the White and, in our opinion, your trade would gladly welcome the change of their decorations to our new product.

"The new product will be known as "National Ivory" and will reflect the durability of the ware we have been making for years. The beautiful appearance of the ware is produced through the clays which make up the body and no stone has been left unturned in getting the best materials obtainable for this purpose."

Dept. Store Is A Cross-Section of American Life

Curator of Brooklyn Museum Declares That It Should Be Listed Among "Leading American Institutions"—Modern Store Dates Back to Fifty Years Ago

"THE department store is an epitome of the social and commercial life of the American people," declared Stewart Culin, curator of the Brooklyn Museum in an address at the International Exposition of Industrial and Decorative Arts being held at Kaufmann's department store in Pittsburgh. The speaker made the interesting point that "10,000 persons visit a department store to gratify their curiosity, to see new things, to one who resorts to a museum or similar educational institutions.

"The old-fashioned fairs already declining, culminated, awakened to life, about the middle of the last century," the speaker said, "in the International Exposition, and it was one of these expositions, the Centennial at Philadelphia, that furnished the idea for the great new store, the subject of my present discourse. Some of the principal shops in Philadelphia maintained traditions that dated to the period of English domination. Negotiations were conducted with as much solemnity as accompanied cashing a draft in an old-fashioned European bank or purchasing a cigar at the state tobacco emporium on the Calle del Alcala in Madrid.

"At this time when the central street of Philadelphia was occupied with tracks along which strings of mules pulled freight cars entering the city, there was a prosperous retail merchant, Colonel Joseph M. Bennett, who carried on business in ready-made clothes for men on this same Market Street under the name of Tower Hall. He had succeeded in fixing the eyes of the city upon himself and his establishment by a rhymed advertisement, commenting upon topics of the day, that appeared on the front page of every issue of a local newspaper over the signature of the Bard of Tower Hall.

"Colonel Bennett was very prosperous. He had in his employment two young clerks who left him at the same time and set up in business for themselves. One of them was the future founder, creator, inventor of the American department store, John Wanamaker.

"On April 8, 1861, Mr. Wanamaker opened at an adjacent street corner a men's clothing shop which he called Oak Hall. The side wall of the building on the intersection of the principal street was painted with a huge oak tree. Painters were constantly at work changing and renewing the tree. It became a landmark of the city. In due course the railroad tracks were removed from the street leaving a great carbarn

occupying an entire block untenanted in the heart of the city. This was Mr. Wanamaker's opportunity.

CENTENNIAL SUGGESTED DEPARTMENT STORE

"The Centennial had suggested the idea of a great universal bazaar to the people of Philadelphia. The Centennial had revived commercial activities. Mr. Wanamaker who had secured possession of the vacant carbarn, assembled here as his tenants, colleagues and guests, merchants representing the various wares now sold in the modern shop, under one management, one general overhead. The outcome is history. I need not dwell upon its detail.

"In due course Colonel Bennett died leaving a great fortune for the higher education of women. Thomas Cooper, Mr. Wanamaker's fellow clerk, became the head of a large successful business. From him I learned something of the story of his early associations at Tower Hall. Years passed and I met Mr. Wanamaker. I did not know him. He introduced himself to me. Our acquaintance ripened into friendship and he confided to me his desire to do something of importance for his native city. Nothing came of our united efforts, but Mr. Wanamaker needs no such memorial. A monument to his life work exists here today in Pittsburgh and in every great city in the world.

"When the Mitsui Gofuten, the oldest dry goods shop in existence, determined to build a new retail store in Tokio, their managing director encircled the earth to select a model for the new establishment. The Wanamaker store in Philadelphia was chosen. The Japanese copy proved to be very gay and enticing. When I last saw it some ten years ago it had some very interesting features. A portion of the old-fashioned shop where the buyers stood without in the street had been left where it could be seen from a kind of box, like a box in a theatre.

"There was an admirable photograph gallery where foreign visitors of distinction were invited to have their picture taken and gay clothes were kept for the adornment of native customers. There was a very special room, a copy of the room the house had designed for the Japanese Embassy at Paris where distinguished visitors were entertained and asked to sign their names in a golden book, in which, it may be observed, the names were all titled or American.

"With its art gallery and its restaurant, where native dishes were served enticingly, the new Mitsukoshi

Ofuten became the most alluring sight of Tokio to every discriminating visitor.

"Such indeed has become the great department store of America today. As opposed to the old-fashioned aristocratic shop, it stands for the best spirit of true democracy. It is the modern woman's club where she finds everything she needs, save, it may be, a lodging for the night. Once regarded as an adjunct to the school, it has become a school in itself wherein are taught not only the multitudes it may claim with justice as its own, but all the great world besides."

Pottery News

(Continued from page 23)

had general appearance, and did not look at so much the heaviness of material used in the body. It was suggested by Mr. Judge that the field for designers in the dinnerware industry was growing rapidly.

Thomas B. Anderson, of the Pope, Gosser China Co., Coshocton, O., has been succeeded as president of this association by J. L. Murphy of Nelsonville, O.

Zane Pottery to Make New Line

A new line of art ware is proposed by the Zane Pottery Co., of South Zanesville, O. The new items will consist of new designs in jardiniere, pedestals, bowls and other novelties of a character heretofore not carried by this factory. An addition is being built to this plant covering a site 60 by 40 feet, and which will be ready for occupancy within a few weeks.

Star Stoneware Co. to Consolidate Plants

Announcement has been made that the Star Stoneware Co., of Crooksville, O., will consolidate its No. 1 and No. 2 plants by removing all equipment from the No. 2 factory to their No. 1 plant. Additional machinery is also to be installed at the No. 1 factory to take care of the business formerly handled at the No. 2 plant.

Following his return from a brief European trip, John M. Horton, for many years with the E. H. Sebring China Co., has become associated with the Limoges China Co., at Sebring, O. Mr. Horton was general manager of the E. H. Sebring plant. He resigned this office early in the fall, and then went to England to visit old friends for a few weeks. Upon his return to Sebring he immediately became identified with the Limoges offices, and will be closely identified with the selling end.

Income Tax

(Continued from page 26)

Since the question of earned income comes up as a factor in figuring the tax of so many individuals, it will be made the subject of the next article.

QUESTION AND ANSWER

Q. I understand that persons working for a town are exempt from income tax on their salaries and interest from savings banks. Are they exempt from tax on incomes from cooperative banks, loan and building associations, stock, bonds (not U. S. Government) and mortgages? If not exempt, must such persons pay tax on all such incomes or above a specified amount?—M. L. F.

A. Salaries received from a town are generally exempt from tax. Interest from savings banks, however, is not exempt; neither is the interest from cooperative banks. Dividends up to \$300 from building and loan associations are exempt. Dividends on stocks and interest on bonds and mortgages, however, are subject to tax. There are certain exceptions that must be observed in the case of salaries from towns and dividends from building and loan associations. I do not know whether they would apply in your case. In any event, this matter of exempt income will be rather fully discussed in a subsequent article.

Group Buying Grows in the Northwest

Retailing is entering a new phase of development in some of the States of the Northwest. The big thing on the merchandising calendar at present is the popularity of group or co-operative buying among clothing stores. Competition, price advantages, better stock arrangements and a number of other factors are compelling retail merchants to look around for plans that will enable them to step along with changing conditions in retail selling.

F. H. Weatherwax, local retail clothier, has been temporary chairman of the Executive Committee. The proposed organization will be known as the Associated Men's Wear Buyers. Other members of the committee are L. Spoo, of Oshkosh, Wis.; J. Boehm, of Lacrosse, Wis., and Sam Stern, of Fargo, N. D. Merchants attending the first meeting held at the Palmer House, Chicago, operated stores in Wisconsin, Iowa, North and South Dakota and Minnesota.

C. A. Borchert Co. to Move

The C. A. Borchert Co., Cumberland, Md., an old established concern, engaged in the cutting and decorating of blown and pressed glassware, is preparing to move their factory to Weston, W. Va. A new building 70 x 150 feet is being erected along the most modern lines for factory construction. The new factory will be equipped with the latest machinery for cutting, decorating and handling glassware and will represent a cost estimated at \$35,000, and will be ready for operation January 1, 1927.

The C. A. Borchert Co., when located in Weston will be big users of the product of the Weston Glass Co., and the new Louie Glass Co., which recently began operation. Mr. Borchert, president, and Mr. Yergan, secretary, announces that many new items are being added to their lines, which will be exhibited at the Pittsburgh show.

New York Imports

December 2

S. S. Breedyk from Rotterdam, Holland

Graham & Zenger, 75 cases glassware
Fourman Bros. Co., 23 cases crockery
Natl. City Bank, 8 cases hollow glass
Graham & Zenger, 20 cases hollow glass
Borgfeldt, G., & Co., 7 packages crockery
Amer. Shipping Co., 2 cases earthenware
Amer. Express Co., 1 case crockery
Bing, F., & Co., 3 cases crockery
Straus, N., & Son, 5 cases crockery
Grace Natl. Bank, 186 cases crockery

S. S. Corson from Genoa, Italy

National City Bank, 3 cases glassware

S. S. Corson from Naples, Italy

Straus, N., & Son, 38 cases earthenware
Globe Shipping Co., 9 cases earthenware

S. S. Dante Alighieri from Naples, Italy

Andrews, D. C., & Co., 3 cases earthenware
Lazarus & Rosenfeld, 4 cases earthenware
Braschi & Rothenstein, 3 cases earthenware
Richards Shipping Co., 3 cases earthenware

S. S. Albert Ballin from Hamburg, Germany

Amer. Shipping Co., 70 cases earthenware
Gehrig & Co., 3 cases hollow glass
Elite Import Co., 7 cases glassware
Sruce, J., & Nepnews, 6 cases crockery
Wallace, D. E., & Co., 1 case glassware
Davis Collamore & Co., 8 cases hollow glass
Weiss & Biheller, 3 packages glassware
Plummer, W. H., & Co., 3 cases hollow glass, 1 case earthenware
Amer. Ex. Pacific Natl. Bank, 37 cases glassware
N. Y. Mdse. Co., 9 cases glassware
Stern, T. L., & Co., 12 cases glassware
Page-Madden Co., 8 cases earthenware
State Bank, 8 cases hollow glass
Wolf, L., & Co., 4 cases crockery, 3 cases toys, 1 case hollow glass
Koscherak Bros., 15 cases crockery
Belgian Trading Co., 13 cases glassware
Mohawk Novelty Co., 1 case glassware, 7 cases earthenware
Best & Co., 2 cases crockery
Gimbel Bros., 2 cases crockery
Gimbel Bros., 2 cases glassware
Best & Co., 2 cases crockery
Reimer, F. C., Co., Inc., 15 cases crockery
Thurnauer, G. M., Co., 3 cases crockery, 1 case toys
Lazarus & Rosenteld, 2 cases crockery, 6 cases hollow glass
Commonwealth Bank, 12 cases crockery
Danziger Bros., 4 cases china
Goldman, A. J., Inc., 2 cases crockery, 8 cases hollow glass
Straub, P. A., & Co., 28 cases glassware
Corbert, M. J., & Co., 3 cases glassware
Berner, A. B., & Co., 6 cases porcelain goods
Sommers, E. L., & Co., 11 cases toys and crockery
Bloch & Co., L. D., 5 cases crockery
Schmidt, W. H., 2 cases crockery
Kuyper, P. C., & Co., 15 cases hollow glass and crockery
Guthman, Solomon & Co., 2 cases crockery
Straus & Sons, 67 cases earthenware and crockery
Amer. Express Co., 2 cases glassware
Fourman Bros. & Co., 13 cases crockery
Schafer, M., & Co., 4 cases crockery
Traub, Hummel & Schnall, 9 cases glassware
Miltenberg, A., & Co., 30 cases glassware
Modern Braid Co., 3 cases crockery and 9 cases glassware
Lidz Bros., 5 cases glassware
Tomby, B., & Co., 20 crates crockery
Schaffer, M., & Co., 44 cases crockery and glassware
Sheldon, G. W., & Co., 7 cases glassware
Gavin, J. J., & Co., 18 cases crockery
Young, B. F., 15 cases earthenware and hollow glass
Gallagher & Ascher, 1 case crockery
Meagher-Devoy Shpg. Co., 1 case chinaware
Borgfeldt, G., & Co., 2 crates earthenware, 1 case toys
Happel & McEvoy, 56 cases toys and glassware
Downing, R. F., & Co., 54 cases hollow glass
Amer. Mdse. Shpg. & Fwdg. Co., 8 cases glass, 1 case crockery
Meadows, W. Y. E., & Co., 2 cases crockery
Chatham & Phoenix Bank, 11 cases earthenware
Carstens, C. & E., 15 crates crockery
N. Y. Mdse. Co., 140 cases glassware, toys, etc.
Schenkers, L., Sons, 4 cases glassware
Friedlaender, O. O., Co., 28 cases crockery and glassware

Macy, R. H., & Co., 122 cases crockery and glassware
Reimer, F. C., & Co., 93 cases crockery and earthenware
Pomerance, S. H., Co., 38 cases glassware and crockery
Hirsch, G., Sons, 67 cases glassware
Sheldon, G. W., & Co., 23 cases majolica
Andrews, D. C., Co., 38 cases majolica
Fernard, J. E., & Co., 254 cases crockery and glass
Phoenix Shpg. Co., 226 cases earthenware and crockery
Schenkers, Inc., 89 cases crockery and glassware

December 3

S. S. Cedric from Liverpool, England

Davis Collamore & Co., 1 case chinaware
Strauss, N., & Sons, 10 crates earthenware and 1 case earthenware
Bassett, G. F., & Co., 17 crates earthenware
Stern Bros., 1 cask earthenware
Leyland, P. N., Inc., 3 casks earthenware
Lazarus & Rosenfeld, 2 crates earthenware, 1 cask glassware

S. S. Scythia from Liverpool, England

Sheldon, G. W., & Co., 1 case earthenware
Gerlich, F. C., 27 hogsheds earthenware, 5 cases earthenware
Davison, J., Inc., 9 packages earthenware and glassware
Pitcairn, W. S., Corp., 38 casks earthenware and china
Wanamaker, J., 1 cask glassware
Dickinson, E. B., Inc., 3 packages earthenware
Jones, G. B., 5 casks earthenware
Barth, L., & Co., 4 crates earthenware
Sendar Co., 6 crates earthenware
Boote, E., 6 packages earthenware, 2 casks china
Meakin & Ridgway, 4 casks china, 22 packages earthenware
Tiffany & Co., 4 casks china and earthenware
Morris Sendar, 16 crates earthenware
Rowland-Marsellus Co., 2 barrels earthenware
Sellers, C. W., 27 packages earthenware, 5 crates china
Abraham & Straus, 1 crate earthenware
Borgfeldt, G., & Co., 7 cases earthenware
Gimbel Bros., 3 crates earthenware
Fondeville, A. J., & Co., 3 casks earthenware
Plummer & Co., 3 hogsheds earthenware, 1 cask glassware
Maddock & Miller, 6 casks china, 45 packages earthenware
American Hawaiian S. S. Co., 37 cases earthenware
Cunard Line, 1 crate and 1 cask earthenware

S. S. Paris from Havre, France

Block, J. L., & Sons, 25 casks earthenware
Phoenix Shipping Co., 3 cases china and toys
Haviland, T., & Co., 42 casks porcelain
Bernard & Co., 33 casks porcelain
Washington Phoenix Shpg. Co., 2 casks china
Roger & Gallet, 20 cases glassware
Semon, Bach & Co., 11 cases glassware
Andrews & Co., 11 packages glassware
Henjes, F., Jr., 2 cases glassware

December 4

S. S. Delilian from Antwerp, Belgium

Van Oppen & Co., 1 case earthenware
American Shpg. Co., 13 casks and 1 case earthenware
Gary-Eigner Corp., 6 cases crockery
Heinrich & Winterling, 3 cases crockery
Rehberger & Saul, 6 cases crockery
Field, R. H., Co., 3 cases crockery
Abraham & Straus, 1 cask earthenware
Otto, C. B., 63 cases crockery
Goetz, O., 38 cases crockery
Atlas China Co., 20 cases crockery
Kahla China Corp., 13 cases crockery
Mitchell-Bissell Co., 10 cases crockery
Globe Shpg. Co., 1 case earthenware
Panama Pacific Line, 34 cases crockery
Butler Bros., 37 cases toys and crockery
Continental Ceramics Corp., 20 cases crockery

S. S. Sacandaga from Antwerp, Belgium

Geo. Borgfeldt Co., 3 casks earthenware

S. S. MacKeesport from Havre, France

Andrews, D. C., Inc., 9 casks and 3 cases earthenware

December 6

S. S. Olympic from Southampton, England

Haviland China Co., 51 casks porcelain
Straus, N., & Sons, 31 casks porcelain

Vogt & Dose, 12 casks porcelain
 Koons-Wilson Co., 2 casks porcelain
S. Penland from Antwerp, Belgium
 Gunthal, A. B., 108 cases and 25 casks glassware
 Levy Bros. China Co., 6 cases crockery
 Rehberger & Saul, 3 cases crockery
 Bassett, G. F., Co., 6 cases crockery
 Continental Ceramics Corp., 21 cases crockery
 Tharaud, J., Inc., 4 cases crockery
 Heinrich & Winterling, 21 cases crockery
 Goetz Co., Inc., 37 cases crockery
 Levy Bros. China Co., 96 cases crockery
 N. Y. Mdse Co., 278 cases toys and glassware
 Butler, 96 cases toys and crockery
 Olivotti, M., 4 cases earthenware
 Neuwirth, H., Inc., 9 cases earthenware
 Stern Bros., 3 cases earthenware
 Andrews, D. C., & Co., 6 cases earthenware
 Amer. Shpg. Co., 10 cases earthenware and glassware
 Panama Pacific Lines, 20 cases toys and crockery
 Order, 74 cases glassware and 5 cases crockery
S. Fred VIII from Copenhagen, Denmark
 Cofod, A. F., & Co., 3 cases china, 2 cases pottery
 Macy, R. H., Co., 1 case pottery
 Dever, L. C., 1 case earthenware
S. Roma from Genoa, Italy
 Globe Shipping Co., 2 barrels majolica ware
 Hudson Fwdg. & Shpg. Co., 15 cases crockery
 So. Pacific Lines, 1 case earthenware

December 7

S. Conte Rosso from Genoa, Italy
 Zone, W. R., 12 cases earthenware
 Devoy, H. J., Co., 15 cases earthenware
 Globe Shpg. Co., 5 cases earthenware
 Dante Gambiassi, 35 barrels earthenware, 1 case earthenware
 Devoy, H. J., Co., 7 cases chinaware
 Glenby, H., 1 case earthenware
S. Muenchen from Bremen, Germany
 U. S. Lines, 346 cases earthenware and woodenware
 Hutter, K., Inc., 56 cases crockery
 Heinrich & Winterling, 4 cases crockery
 Continental Ceramics Corp., 55 cases crockery
 Indt Chocolate Co., 2 cases toys and 1 case crockery
 Wile, J. J., & Bros., 5 cases glassware
 Redden, C. A., 19 cases hollow glass
 Stern, T. L., & Co., 8 cases glassware
 Fisher Scientific Co., 7 cases hollow glass, 1 case crockery
 Hutton, K., 5 cases crockery
 Henjes, F., Jr., 10 cases hollow glass
 Hutter, K., 55 cases crockery
 Rosenthal China Corp., 2 cases crockery
 Sanka Coffee Corp., 3 cases porcelain
 Chatham & Phoenix Bank, 5 cases hollow glass
 Seaman, Bach & Co., 2 cases hollow glass
 Barth, L., & Co., 29 cases crockery
 Butler Bros., 1 case glassware, 3 cases crockery, 1 case toys
 Pomerance, S. H., & Co., 42 cases glassware
 Lisner, D., & Co., 12 cases toys and crockery
 Hudson Fwdg. & Shpg. Co., 2 cases porcelain
 Sullivan, W. C., & Co., 54 packages china
 Borgfeldt, G., & Co., 65 cases toys and crockery

S. Progress from Hamburg, Germany
 Schwartz, J. H., 76 cases crockery
 Commonwealth Bank, 10 crates crockery
 Gary-Eigner Corp., 34 cases crockery
 Gallagher & Ascher, 1 case hollow glass
 Gimbel Bros., 1 case earthenware
 Bergman, M., 77 cases crockery
 Bloch, J. L., & Son, 129 cases glassware and crockery
 Chatham & Phoenix Bank, 10 crates earthenware
 Goetz, Otto, 170 cases glassware
 Butler Bros., 86 cases toys and crockery
 Weiss & Biheller, 27 cases glass shades

December 8

S. Volendam from Rotterdam, Holland
 Davies Turner Co., 5 cases crockery
 Graham & Zenger, 30 cases glassware
 Castl, H. S., 49 cases crockery
 Borgfeldt, G., & Co., 1 case earthenware
 Torlotting, E., & Co., 1 case earthenware
 Borgfeldt, G., & Co., 69 cases earthenware and toys
 Fourman Bros. Co., 6 cases crockery
 Equitable Trust Co., 60 cases crockery
 Lazarus & Rosenfeld, 55 cases crockery and hollow glass

Grace National Bank, 140 cases crockery and woodenware
 Straus Eckhardt Co., 200 cases toys and crockery
 Illfelder, B., & Co., 57 cases toys and glassware
S. S. Gripsholm from Gothenberg, Sweden
 Macy, R. H., & Co., 3 cases glassware
 Abercrombie Fitch & Co., 2 cases glassware

Retail Council Names Groups to Make Surveys

Out of the uncertainty that confronted the Retailers National Council when it met in Philadelphia some time ago in the first meeting of the year has come a program of definite activity.

Prior to the last meeting Herbert R. Sheets, of the National Retail Hardware Association, mapped out a list of subjects of national importance to the retail fraternity. From this list of twenty or thirty subjects, the field has been narrowed down to five major problems for study, and Herbert J. Tily, vice president and general manager of Strawbridge & Clothier, president of the National Retail Drygoods Association, and chairman of the council, has announced the make-up of the committees and the merchandising problems each group is to study.

The committees are as follows:

Chain Store Development in Retailing—H. C. Bal-siger, of the National Association of Retail Grocers; H. R. Beatty, of the National Retail Hardware Association.

Outstanding Trends in Distribution—Lew Hahn, managing director of the National Retail Drygoods Association; S. C. Henry, of the National Retail Drygoods Association.

Recent Developments in Installment Selling—Herbert R. Sheets, of the National Retail Hardware Association; H. C. Cappel, of the National Retail Furniture Association.

Progress and Possibilities of Group Buying—R. R. Rau, of the National Retail Furniture Association; John Hahn, managing director of the Nation Garment Retailers Association.

Small Town Merchandising Problems—Charles E. Wry, of the National Association of Retail Clothiers and Furnishers; George M. Spangler, of the National Shoe Retailers' Association.

\$42.34 Per Capita

Per capita circulation of money in the United States on November 1 was \$42.53, as against \$42.34 on October 1, and \$42.77 on November 1 of 1925, according to an announcement of the Treasury Department.

The actual amount of money in circulation November 1 totaled \$4,933,167,057. This was an increase of \$26,968,731 over the preceding month. The total stock of money in circulation and in the hands of the Treasury is \$8,438,136,239.

The amount of money in circulation will continue to grow as a result of the holiday season demand, until after the first of the year, it was declared.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KAHLA CHINA CORP., 39 W. 23rd St.
Joseph M. Watte, Pres. Gram. 0687. German dinnerware and fancy china.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Engravings on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.
"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

POSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind," "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones, Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY

120 Fifth Avenue

Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

Glassware

Imperial Glass Company
Huntington Tumbler Co.
Bonita Art Glass Co.
T. B. Clark & Co.
S. K. Bitner & Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

DECORATORS

FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Fogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *Fifth Avenue Building.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*

Representing Fenton Art Glass Co., Glassware, cut, colored and plain. Sterling Glass Co., Fine Heavy Cut Glass. Westmoreland Glass Co., High Grade Table Glassware and Specialties. Indiana Glass Co., Pressed Table Glassware and Lamps. West End Pottery Co., Dinnerware and Specialties. Co-Operative Flint Glass Co., Table and Soda Fountain Glassware, Aquaria, etc. Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*

Iroquois China Co., Hotel China. National China Co., Quality dinnerware. Paden City Glass Mfg. Co., Table, soda fountain glassware. Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*

Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*

Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*

McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*

Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

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Representing The Coshocton Glass Corp. The Belmont Tumbler Co. Sneath Glass Company Jackson Vitrified China Co. W. I. Tyler Pottery Company.

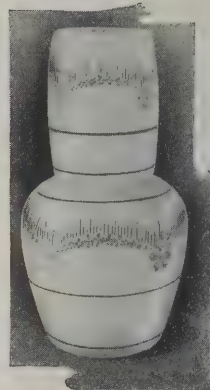
HENRY WITTE, *43 West 23rd St.*
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

No. 6712 NIGHT CAP SET

consists of a pint carafe and small tumbler, both pieces being paste-mould lime-blown glass, highly finished.

Most useful as a sick-room accessory, and for night service in the bed-room. The home worker enjoys it in the sewing-room, and the man of the family appreciates its convenience in library or den.

Made in crystal, light-green and rose-pink, transparent and with satined finish. Also decorated.



DECORATED 603

For the dealer there is a special assortment, made up of six sets satined crystal glass, decorated two each Nos. 601, 602 and 603, and six sets light-green satined glass, decorated two each "Parrot No. 14", "Forget-Me-Not" and "Red and Pink Poppy"—six of our most popular decorations—packed in a carton.

Decorators have found this number to be a big seller, using ideas furnished by their customers to meet specific needs. An ideal container for bath salts and other toileteries.

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GLASS COMPANY**
PITTSBURGH, PA.

Westmoreland Glass Co. Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



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Console Set

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FRED C. REIMER
LINES
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Overlooking Madison Square. "Where Fifth Avenue Crosses New York's Main Street"

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Is Now Installed in Its Modernly Appointed and
EASILY-REACHED NEW HOME
 1107 Broadway, at Twenty-fourth Street, New York

It is a great pleasure for us to extend to our friends in the trade a cordial invitation to visit us in our new home which by reason of its very central location is accessible from all points. We are

TRADE MARKS

Haviland
 France
 on white china

DECORATED BY
Haviland & Co
 Limoges

on decorated china

showing many new designs of
GENUINE HAVILAND CHINA for the Fall season which by virtue of their beautiful decorations and attractive shapes should not be overlooked.

Haviland China Co., Inc.

Telephone—Watkins 2967-2968

CROCKERY & GLASS 'JOURNAL'



VOLUME 103. No 24

DECEMBER 16 1926

"NORITAKE CHINA"

Dinner Ware

Fancy China



Morimura Bros. Inc.

53-57 West 23rd St.
New York City

Drakenfeld

COLORS · MATERIALS
CHEMICALS · OXIDES

Pottery, Glass & Enameled Ware
Manufacturers



B. F. DRAKENFELD & CO.

INCORPORATED

NEW YORK



Stafford Shape *Decoration 620*

Exhibit in charge of our
regular factory represen-
tatives assisted by our
Eastern Agents, Cox & Co.

**Room 694
Fort Pitt Hotel**



C. C. THOMPSON POTTERY CO.

EAST LIVERPOOL

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European Fancy Earthenware

Gift Shop items in pheasant and lustre decorations, under the well-known trade marks

"CELEBRATE" and "CORONET"

New models and designs from our well-known Mfr. 17750, Mfr. 17297, Mfr. 1232, etc.

EARTHENWARE DINNERWARE

German and Czecho-Slovakian Special Short Sets of white and decorated dinnerware. Among them are Mfr. 2888 and Mfr. 2020, etc.

GEO. BORGFELDT & CO.

111-119 East 16th Street

New York



European China Dinnerware

We are sole selling agent for

**RHEINHOLD SCHLEGELMILCH,
TILLOWITZ**

and will show entirely new designs and patterns in ivory body Dinnerware under special trade marks, besides being sole selling agents for

**ZEH, SCHERZER & CO.
ALTROHLAUER PORZELLANFABRIKEN A. G.
Formerly MORITZ ZDEKAUER**

The wares from these last two named factories need no introduction. Their new designs are most pleasing. We are featuring a number of the other well-known German and Czecho-Slovakian makes of white and decorated Dinnerware, whose products are sold only through us.

GEO. BORGFELDT & CO.

111-119 East 16th Street

New York



American Dinnerware and Fancy Pottery

The "ISIS" Shape illustrated above is a new creation in American Dinnerware. A number of decorations particularly adapted to this shape will be on display.

Our new line of Salads, Cake and Berry Sets will be better than we have ever shown. In our fancy line we have a number of new features, among them the Waffle and Syrup Set illustrated above.

American and Foreign Glassware

We are the exclusive national distributors for the most outstanding lines of American Glassware, and factors for the leading glassware manufacturers.

We are the sole selling agents for

LUDWIG MASER & SOEHNE
and **MEYERS NEFFE**
MEIERHOFEN, GERMANY

one of Europe's best manufacturers.

Staple and fancy glassware; Stemware (including Ruby) Elephants for Flowers or for Fish, Intaglio Glass, Novelty Liquor Sets, Crackled Ice Tea Sets, Venetian Glass Tableware in unique decorations, and numerous other foreign novelties are on display for Import.

GEO. BORGFELDT & CO.

111-119 East 16th Street

NEW YORK





Rosenthal Ivory China

The finest in the art of hard paste potting in the history of ceramics.

Two dinnerware shapes and a host of decorations in open stock patterns and service plates are ready for immediate shipment from New York stock.

Incidentally, a splendid array of import samples have been received.

Lines will be on display in Pittsburgh—

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WILLIAM PENN HOTEL
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Corner Twenty-first Street
Ninth Floor

Illustrating our room devoted to the display of St. Louis Crystal Stemware, where may be seen complete lines of etchings, rock crystal and Colonial type patterns, all available for immediate delivery.



E. TORLOTTING, Inc.

**35 West 23rd Street
New York City**

Cordially invites you to visit their exhibition of

French Stemware

Bohemian Fancy Colored Glassware

Holland Hand Painted Pottery

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ROOM 709

PALMER HOUSE, CHICAGO

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Our Gouda Art Pottery show room where is featured new and highly desirable items in latest decors.

MERCER POTTERY CO.

Trenton, N. J.

ESTABLISHED 1865

Dinnerware

Ivory Body

White Body

Hotel Ware

$\frac{1}{2}$ Thick Rolled Edge

$\frac{1}{4}$ Thick Weld Edge

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And Now! National Ivory

To meet the popular
demand for a
Superior Ivory
Body



National design and patterns need no introduction and with the new National Ivory Body furnish the trade a product of unsurpassable quality.

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SALINEVILLE - OHIO

The
Vodrey Pottery Co.

ESTABLISHED 1857

INCORPORATED 1896

Makers of the best

White Granite and Semi-Porcelain

Plain and Decorated

East Liverpool, Ohio



New shapes and decorations for 1927. Advance samples now ready. Call and inspect our lines when visiting the market. It will pay you.



Illustrating our new "Ko-Shan" pattern on the popular Octagon Shape.

ROBERT SLIMMON & CO., Inc

96 CHURCH STREET
NEW YORK

*Announce Their Offerings
for 1927
in*

Royal Staffordshire Pottery

FROM
THE FACTORY OF

Wilkinson, Ltd., Burslem, England

*Shown in an assortment of plain
prints and beautiful
enamel colors.*

AT this season we also take the opportunity to wish our friends a Merry Christmas and a Happy and Prosperous New Year.



1927

1927

Will be held again from

January 31st to February 12th
PALMER HOUSE, CHICAGO

This EXHIBIT includes over one hundred of the
leading IMPORTERS and MANUFACTURERS of

GIFT AND ARTWARES

Merchants and Buyers throughout the country are cordially invited
to attend. Practically every line of merchandise suitable for
Gift and Art Furnishing Departments will be shown.

Ask the Buyer Who Has Been There

A. STANLEY BRUSSEL, *President*
FRANK W. JENKINS, *Vice President*

GEO. F. LITTLE, *Managing Director*
225 5th Ave., New York City

Season's greetings from The BLACK KNIGHT



HOTELWARE
FINE CHINA



SELE
BAVARIA

FINE CHINA



HOHENBERG
BAVARIA

RESTAURANT
WARE



ALTWASSER
GERMANY

GRAHAM and ZENGER INC

104 FIFTH AVENUE / NEW YORK CITY

New Year's Greetings

HORACE C. GRAY CO.

Fifth Avenue Building, Suite 302-4-6-8-10
200 Fifth Ave., New York City

Representing

The American Bisque Co.
Williamstown, W. Va.
Art Pottery, Lamp Bases and Novelties

Co-Operative Flint Glass Co.
Beaver Falls, Pa.
*Salvers, Cake and Cheese Covers, Tableware,
etc.*

Fenton Art Glass Co.
Williamstown, West Va.
Crystal, Iridescent and Cut Glassware

Horace C. Gray Cos.,
Own line of Wax Flowers
True to nature—heat resisting—washable.

Indiana Glass Co.
Dunkirk, Ind.
*Pressed Table Glassware and Lamps, Cold
Color and Fired Decorated Glassware*

Marion Glass Mfg. Co.
Marion, Ohio
Light Cut Table Glassware

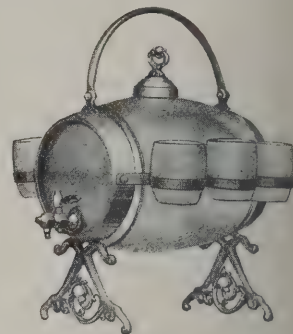
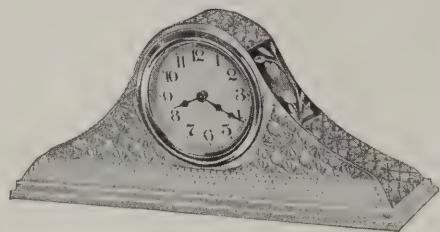
Phillips Glass Co.
Cincinnati, Ohio
Rich Light Cut Glassware

Sterling Glass Co.
Cincinnati, Ohio
Rich Heavy Cut and Engraved Glassware

West End Pottery Co.
East Liverpool, Ohio
Fine Decorated Dinnerware Specialties

Westmoreland Glass Co.
Grapeville, Pa.
*Exclusive Hand Decorated and Fine Gold
Encrusted Glassware*

We Specialize in Gift Shop Novelties



SEE THE NEW ADDITIONS TO OUR REFRESHMENT SETS, GLASS-BAKE, CUT GLASS AND COLORED WARE LINES AT THE PITTSBURGH CROCKERY AND GLASS SHOW.



FORT PITT HOTEL

Rooms 743 and 797

JANUARY 10TH TO 27TH, 1927

We manufacture Tableware, Pressed Tumblers and Stemware, Lamps, Soda Fountain Ware, Stationers Glassware, Cut Glass, Colored Light Cut Glass, Glasbake Cooking Ware, Automobile, Marine and Signal Lenses and Sema-phores, Sanitary Coolers, Art Glass Clocks, Colored Glassware, Hotel Supply Ware, Steam Table Inserts, Special Moulds, etc.



McKEE GLASS CO.

ESTABLISHED 1853

JEANNETTE, PA., U. S. A.





The
Taylor, Smith & Taylor Co.
 East Liverpool, Ohio

Featuring
The "Belva" Shape
as illustrated

In twenty-five new distinctive decorative creations in highly colored patterns

On View at The Pittsburgh Exhibit
Fort Pitt Hotel, Room 776
W. C. Lynch in Charge

Representatives

Bernard S. Lipman, 450 W. 162nd St., New York	Bersback Malony Co., 515 Tabor Block, Denver, Colo.
E. H. Reel & Son, 308 Buttles Ave., Columbus, O.	Eastern Manufacturers Co., 29 N. 5th St., Portland, Ore.
D. D. Otstott, Inc., 720 Santa Fe Bldg., Dallas, Tex.	Sam E. Holden, 4607 Pleasant Ave., Minneapolis, Minn.
Maus Stewart Co., Salt Lake City, Utah	Wm. J. Kelly, 110 Thatcher St., Matapan, Mass.
A. E. Shahan, 931-33 South Maple Ave., Los Angeles, Cal.	Cecil E. Taylor, Factory Representative
L. F. WILLIE, JR. 1335 Main St. Cincinnati, O., Factory Representative	

GLEASON-TIEBOUT GLASS COMPANY

MANUFACTURERS OF
Lighting Glassware

BROOKLYN, N. Y.



*"Satisfied
customers
Keep us
Busy"*

New Decorations for 1927

*"Satisfied
customers
Keep us
Busy"*

We illustrate only a few of the choice selection of striking new decorative treatments shown in our 1927 line on the popular Columbia and Hostess Shapes. See them at the Pittsburgh Show, Fort Pitt Hotel, from January 10 to 27.

The Crooksville China Co., Main Office & Factory Crooksville, Ohio

REPRESENTATIVES

NEW YORK
John L. Pasmantier & Sons
5 West 20th St.
PACIFIC COAST
Harry O. Davis
728 S. Manhattan Pl.
Los Angeles

EASTERN
V. D. Kinnan
Zanesville, O.
PACIFIC COAST
George Sedelmeier
914 N. East St.
Bloomington, Ill.

OHIO & MICHIGAN
J. E. Boring
Crooksville, O.
PACIFIC COAST
H. L. Anderson
Box 373
Coffeyville, Kansas

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel
PACIFIC COAST
J. L. Weaver
Roseville, O.

OUR 1927 IMPORT LINES ARE NOW COMPLETE

They comprise the largest assortment we have ever shown. In addition to representative lines from England, Holland, Czecho-Slovakia, France and Germany, we have specialized in a comprehensive showing of the best Italian and Spanish factories, including many replicas of antique pieces.

We now have on display at our show rooms and will also show at

PITTSBURGH
Rooms 656 and 658
William Penn Hotel

Our 1927 Import Lines of:

Royal Schwarzburg Open-Stock Dinnerware
Superieur Limoges Open-Stock Dinnerware
Ivory-Body English Open-Stock Dinnerware
Semi-Porcelain Dinnerware from the Saar Basin
and

Our 1927 Line of Imported Giftwares from: Italy, Spain, Holland,
France, Germany and Czecho-Slovakia

Nathan Straus & Sons,
INC.

SUCCESSOR TO L. STRAUS & SONS

ESTABLISHED 1866

Manufacturers and Importers of China, Glass and Giftwares

119 FIFTH AVENUE, AT 19th STREET
NEW YORK CITY

HALL'S TEAPOTS



Another Merry Christmas

WE think you deserve it. We hope you have it—with a great and prosperous New Year to follow it, and many more to follow that.

HALL CHINA COMPANY
East Liverpool, Ohio

KUHNER
PITTSBURGH

M. FINKELSTEIN

Manufacturer of

RUBBER COVERED, BRASS AND WIRE EASELS

AND FRUIT SET RACKS, PUNCH BOWL HOOKS

BRASS SPRING PLATE AND PLAQUE HANGERS, ETC.

570-72 GRAND STREET, NEW YORK

Telephone, Orchard 9347

Rubber Covered Easels

FOR DISPLAYING FLAT ARTICLES, PLATES, BOXES, PICTURES, ETC.



- No. 719—Small For 4 to 6 in. articles
- No. 720—Medium For 6 to 8 in. articles
- No. 721—Large For 8 to 10 in. articles
- No. 722—Extra Large For 10 to 14 in. articles

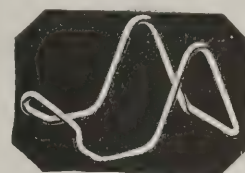
No. 318 Solid Brass Easel



This easel is intended for Traveling salesmen showing their lines in hotels. Can be bent together, taking up very little space. It is 2½ inches wide by 3 inches high.

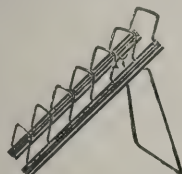
Rubber Covered Easels

FOR DISPLAYING DEEP ARTICLES, BOWLS, BOXES, ETC.



- No. 919—Small For 4 to 6 in. articles
- No. 920—Medium For 6 to 8 in. articles
- No. 921—Large For 8 to 10 in. articles
- No. 922—Extra Large For 10 to 14 in. articles

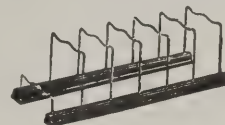
Elevated Plate Rack



No. 132

No. 132. This is a good rack for showing six decorated plates;—it is secure and takes very little space. Standards are maplewood, wires in lustre finish. FOLDS UP CLOSELY

Plate or Platter Rack



No. 131

No. 131 Holds six pieces. Maplewood Standards; wires in lustre. Folds up closely

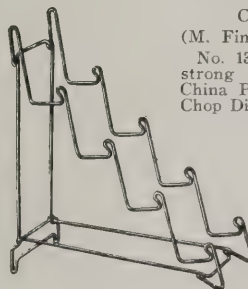
No. 131 is same as No. 131, only the wires are rubber covered.

Excellent for High Grade Plates

No. 139—FOLDING DISPLAY RACK

Copper Oxidized Finish (M. Finkelstein, Pat. July 13, 1915.)

No. 139 is a heavy Display Rack, strong and secure, for displaying China Plates, Platters, Nappies and Chop Dishes.—It is the most serviceable on the market. — Easy to adjust. — Folds up closely. — It is 16½ inches high, 14 inches deep and 5 inches wide.



SPRING PLATE HANGERS

Fine Gilt, Solid Brass

- No. 181, adjustable from 6 to 8 in. plates
- No. 182, " " 8 " 10 " "
- No. 183, " " 10 " 12 " "
- No. 184, " " 12 " 15 " "
- No. 185, " " 15 " 18 " "
- No. 186, " " 18 " 21 " "

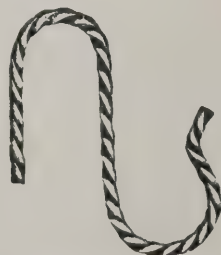
No better spring hanger made.



Style of all Sizes

NO. 91.—TINNED WIRE

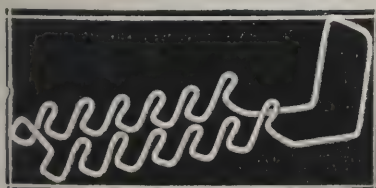
Plate Hangers used in strings



PUNCH BOWL HOOKS

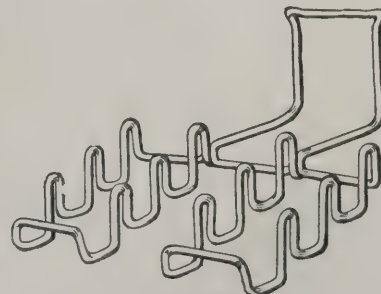
No. 42 twisted wire in lustre finish.

No. 226 Fancy Solid Brass.



No. 918

RUBBER-COVERED FRUIT SET RACK



No. 929

RUBBER-COVERED FRUIT SET RACK



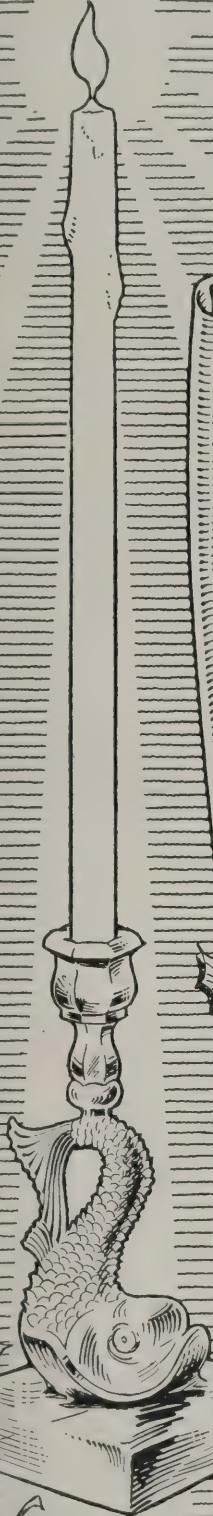
LAUREL NO. 2477

ALSO

Majestic and Ohio Dinner Shapes,
Decorated Salads, Cake Plates,
Souvenirs, Baby Plates, Yellow
and Rockingham Ware, and Cer-
eal Premium Ware.

*Write our Clarksburg, W. Va., Office for
samples and prices on our new White and
Decorated Vitrified Hotel China.*

THE
D.E.McNICOL POTTERY CO.
EAST LIVERPOOL, O

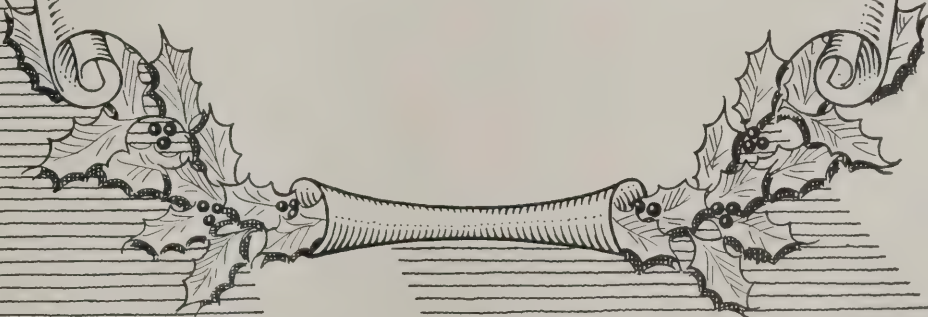



As the holidays approach the Season's Spirit garbs anew our business associations.

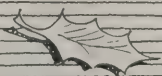

And like the towering tree-spires of the forest, our Friendship is deep-rooted and its branches of Good Will and Appreciation are sturdy and wide-flung.

So our sincerest Christmas wish is that abundant Happiness and Prosperity may be your partners throughout the Coming Year.

*A. H. Heisey & Company
Newark, Ohio*



HEISEY'S
GLASSWARE  *for your Table*



LOUIS WOLF & CO., INC.

215 FOURTH AVENUE, NEW YORK

Telephone Stuyvesant 3423

Corner Eighteenth Street



SCHUMANN'S Open Work Dresden Ware

*ONE of the finest products of its kind in the world. Full range of fancy articles
Charming effects at moderate prices.*

COMPLETE IMPORT LINES NOW READY

LOUIS WOLF & CO., Inc.

Yuletide Greetings to the Trade



It is a pleasure to announce
that we will display at the Pitts-
burgh Exhibit in January

our

New OAKMONT Shape
(Fancy)

IN ADDITION TO OUR WELL KNOWN

PRINCESS Shape
(Plain)

SEE THEM BOTH AT

FORT PITT HOTEL

JANUARY 11TH TO 29TH, 1927

Room 792

THE SMITH-PHILLIPS CHINA CO.

East Liverpool, Ohio

*Princess
Ivory*



NO. 9392 CIGARETTE JAR

Rolling up A Record Run

As each year passes and comes to an end—and there are nearly forty of them in the history of this Company—there is a feeling of satisfaction that the year has been better than any preceding one; a record run in the development of glassware—a record run in expansion of business—a record run in harmonious relations with a world-wide clientele.

All of our friends cannot be here, but to those who plan to visit Pittsburgh during the Glass and Pottery Exhibit, January 10th to 27th, a cordial invitation is extended to come and see us—at 954 Liberty Avenue and at the General Offices, South 9th and Bingham Streets. Many of our Sales Representatives will be in Pittsburgh during the whole or a part of the Exhibit, and there will be ample opportunity to renew old friendships and make new ones.

At the City Sales Room a complete showing of staple and fancy wares, in which there will be new lines and novelties, will be on display. Two of them are illustrated.

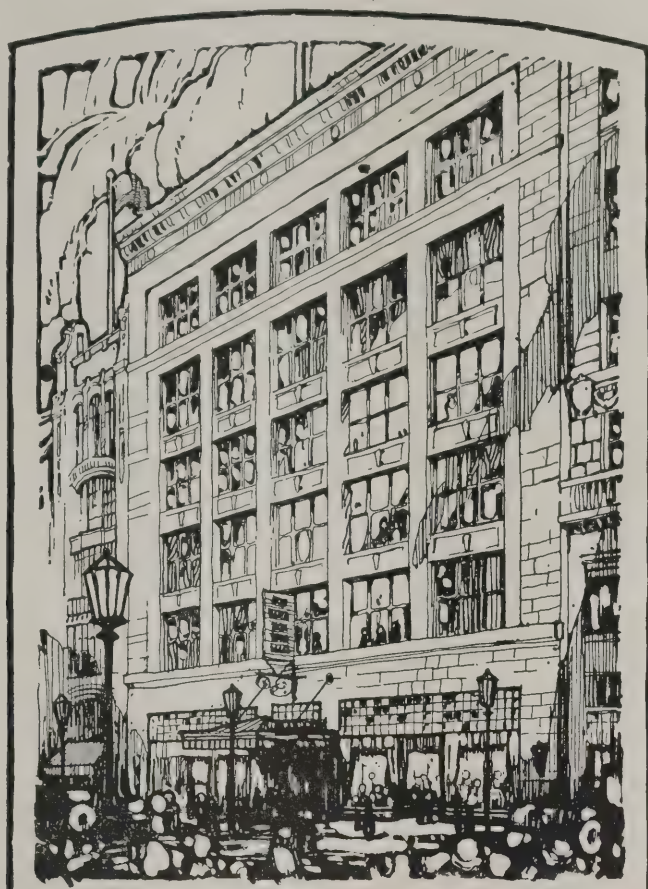
United States Glass Company

PITTSBURGH, PA.

*There are sales offices
in sixteen of the principal cities,
and our sales force covers the country.*



NO. 8861 GRILL PLATE
NO. 8927 SHERBET CUP



For Fifty Three Years

THIS institution has stood for reliability, substantial values and best service.

For the future, every effort will be put forth to maintain this standing and continue to merit the confidence of the trade.

The Kinney & Levan Co.
Cleveland

The Largest House of its Kind in America

Many New Articles

in glassware await your visit to our Display at the Annual Glass and Pottery Exhibition January 10th to 27th.

ROOM 673
Fort Pitt Hotel

See
THE NEW
SHERATON DESIGN

CANDLESTICKS
CONSOLE BOWLS AND SETS
SUGAR AND CREAM SETS
CANDY JARS AND BOXES

and many other attractive items

MADE IN JEANETTE GREEN
AND AMBER



JEANETTE GLASS CO.
JEANETTE - - - PENNSYLVANIA



OUR PERMANENT POLICY



Gaining the confidence of new friends, retaining the good will of the old, and to continue to build on the only real business foundation—VALUES.

Our Offerings in NEW AND ATTRACTIVE IDEAS

—
Again the
LEADERS
in
DOLLAR
DAY
Values
—

will be even more evident in 1927 than in the past.

The “something different,” for special sales will continue to feature the service we have to offer our many friends.

You will undoubtedly decide to visit us and look over our lines before placing orders elsewhere.

GEORGE C. KINDT & CO., Inc.

Manufacturers and Factory Representatives

19-21 West 24th Street

New York



Don't fail to visit our display at the Pittsburgh Glass Exhibit, William Penn Hotel. Rooms No. 515 and 517, E. L. Browne in charge.

New Import & Stock Lines For 1927

will be displayed at the
PITTSBURGH SHOW

Jan. 10 to Jan. 27

IN THE MAIN LOBBY

HOTEL FORT PITT

Pittsburgh, Pa.

*Your inspection
is cordially
invited*

Victoria China

Dinnerware

Tea Sets

Glassware

Lamp Mounts

Giftwares

Italian Pottery

Bronzes

Fancy China

Lazarus & Rosenfeld, Inc.

98 Fifth Avenue

New York City



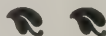


EDWIN M. KNOWLES
CHINA CO.

Two New Plain Shapes In Ivory Body

The Lotus *and* The Santa Barbara

Both ready to show in many new decorations at our sample room January 1st, and at the Fort Pitt Hotel during the Pittsburgh show.



*For 1927 we will make the following
Dinnerware Shapes*

IN IVORY

THE MARYLAND
THE SANTA BARBARA
THE LOTUS

IN WHITE

THE MAYFLOWER
THE YORK
THE HAMPTON
THE MONTEREY

Edwin M. Knowles China Co.

East Liverpool
Ohio

BY INVITATION
MEMBER OF



NEW YORK, U.S.A.



A FEW of our new 1927 offerings from the factory of HEINRICH & CO., Selb, Bavaria. Many other decorations in ivory border combinations. The new shapes, the *Senta*, the *Empire* and the *Parsifal* will be found worthy companions to our well known Imperial, Manchester, Derby and Cavalier shapes.

The 1927 decorations of our fancy line from the WINTERLING factories are superior to anything so far produced by these factories.



We offer Salads, Berry Sets, Cake Plates, Cake Sets, Jugs, Chop Dishes, Tea Sets, Chocolate Sets, Mocca Sets, Children Sets, Sugars and Creams, Cups and Saucers, etc.

HEINRICH and WINTERLING, Inc.

49-51 West 23rd Street
New York City

We will exhibit at Pittsburgh at William Penn Hotel, Rooms 615-17, from January 10th to January 27th, 1927.

We will exhibit at Pittsburgh at William Penn Hotel, Rooms 615-17, from January 10th to January 27th, 1927.

Edward Boote

(JAMES B. BOOTE)

35 & 37 West Twenty-third St.
New York



Representing

+

Royal Cauldon

Bone China and Earthenware

+

Wood & Sons, Ltd.

Dinner and Hotel Ware

+

Grafton China

(Alfred B. Jones & Sons)

+

Gibson & Sons, Ltd.

Teapots

+

Charles Ford & Pointon

China Tea Ware

T. A. McNicol China Company

East Liverpool
Ohio

High Grade Decorated *Dinnerware*

Plain and Fancy Shapes

*Exclusive
Open Stock
Patterns
on the
New Deluxe Shape*

*Also
Continuing the
Popular American
Shape with New
Decorative
Treatments*

Hotel China for
Jobbing Trade

JOHN

DAVISON

INCORPORATED

14 BARCLAY STREET
NEW YORK



Representing

The Coalport China Co., Ltd.
Highest Grade of English China

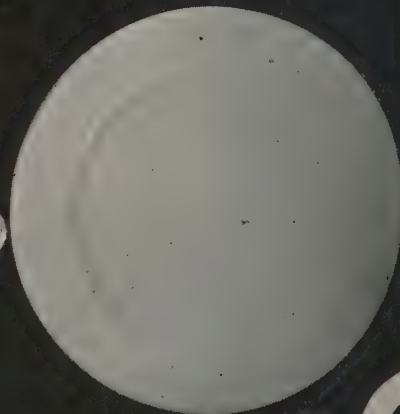
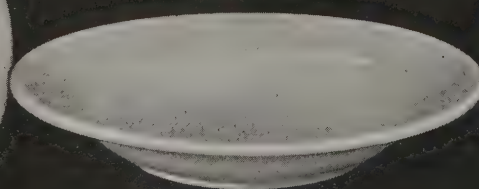
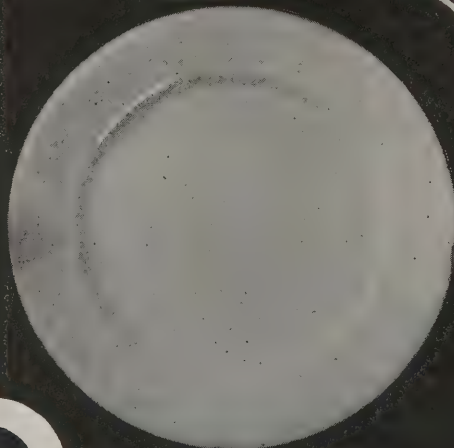
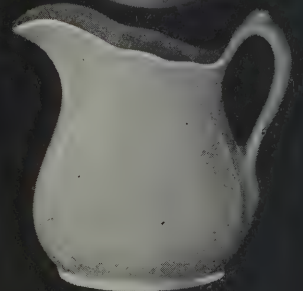
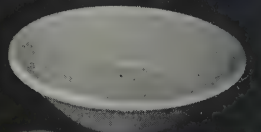
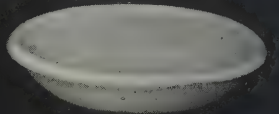
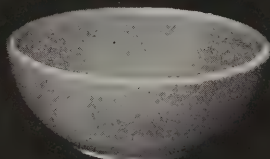
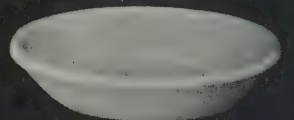
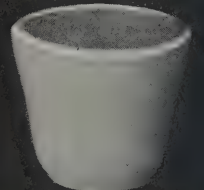
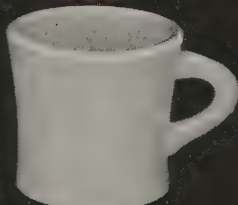
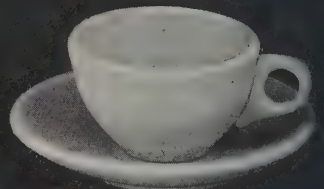
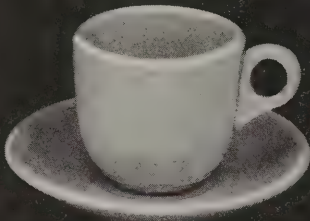
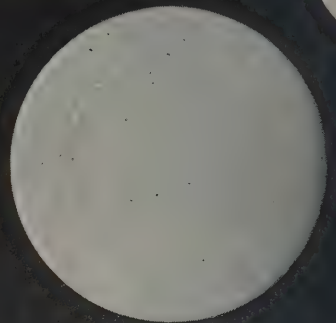
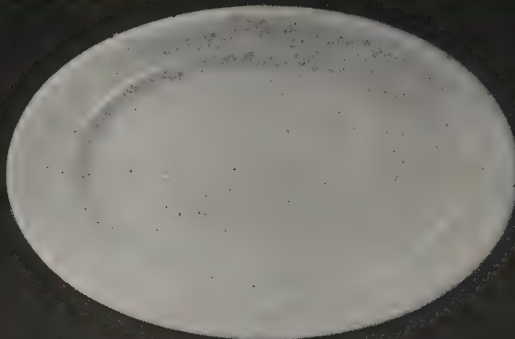
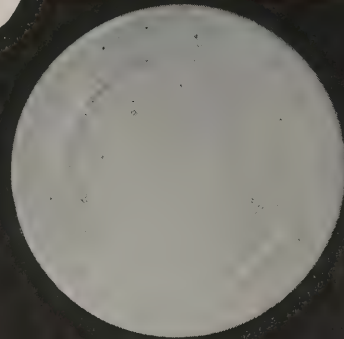
F. Winkle & Co., Ltd.
Earthenware

Stevens & Williams, Ltd.
Rock Crystal and Cased Glass

W. Moorcroft, Ltd.
Art Pottery

Adderley's Ltd.
China and Earthenware

Davison & Son, Ltd.
Earthenware



Greetings

*We extend
to our Friends
Best wishes for 1927
and
A cordial Welcome
to Our
Pittsburgh Exhibit
Jan. 10 to 27
Where
We will show our
Complete line
Double Thick
Hotel Ware
and
Exclusive
Dinnerware Patterns
Room 724
Ft. Pitt Hotel*

The West End Pottery Co.

EAST LIVERPOOL
OHIO

Something entirely new and different in the glassware trade



**These glasses
can't chip!**

And you get new glassware free if it does chip. Read every word of this amazing guarantee. If any No-nik Safedge tumbler or goblet becomes chipped or nicked on the rim from any use whatever, it will be replaced free of cost from the dealer from whom it was purchased. Because

all glassware is fragile, this guarantee of course does not cover breakage. No-nik Safedge glasses cost no more than the old-fashioned kind. They are thin, beautiful and modern in design. Look for them in any department store or any other store handling household goods.

Libbey

No-nik
SAFEDGE GLASSWARE



**These glasses
guaranteed not to chip**

Here's the most remarkable guarantee ever offered on glassware. If any No-nik Safedge tumbler or goblet becomes chipped or nicked on the rim from any use whatever, it will be replaced free of cost from the dealer from whom it was purchased. Because all glassware is fragile, this guarantee of course does not cover breakage.

That means you can be free forever from the danger of chipped tumblers and goblets. No-nik Safedge is thin and beautiful, but costs no more than old-fashioned glassware. No-nik glasses are handled by department stores and other dealers in household goods everywhere. See No-nik today.

Libbey

No-nik
SAFEDGE GLASSWARE



**Banish chipped glasses
from your home!**

By free from the danger and the ugliness of nicked tumblers and goblets. Read this guarantee. If any No-nik Safedge tumbler or goblet becomes chipped or nicked on the rim from any use whatever, it will be replaced free of cost from the dealer from whom it was purchased. Because

all glassware is fragile, this guarantee of course does not cover breakage. No-nik Safedge glasses cost no more than the old-fashioned kind. They are thin and beautiful, yet not more than the old-fashioned kind. They are thin, beautiful and modern in design. Look for them in any department store or any other store handling household goods.

Libbey

No-nik
SAFEDGE GLASSWARE

Libbey offers a consumer guarantee which gives you a tremendous opportunity. Now you can sell glasses with an absolute guarantee against chippage *and we protect you.* Let us tell you how to keep your store in the front rank with beautiful fine-blown glass, taking the same high luster and polish as the best crystal, yet retailed at a low price and *positively guaranteed against chipping.* You will also be interested in our new color lines—they are choice and unusual.

Visit our display at
The Annual Pittsburgh Glass & Pottery Exhibit
Rooms 709-711 William Penn Hotel
January 10th to January 27th, 1927

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THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

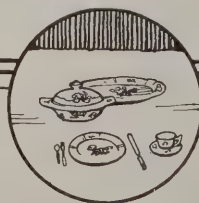
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We invite comparison.

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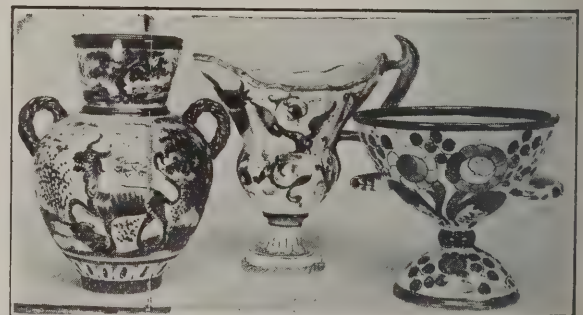
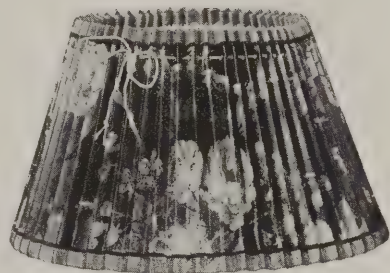
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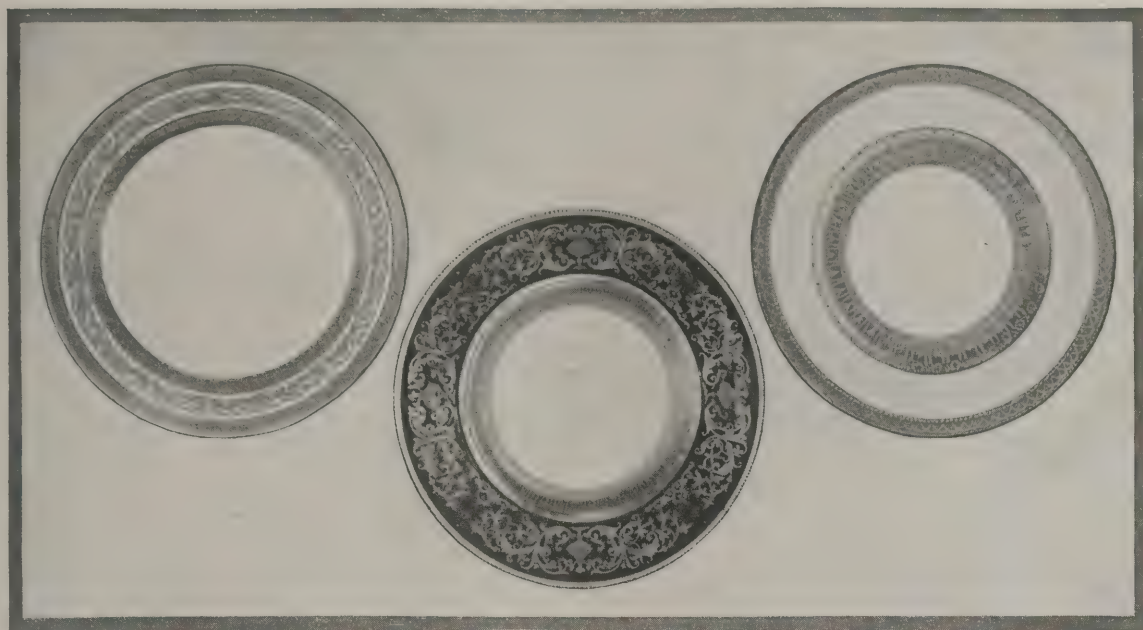
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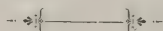
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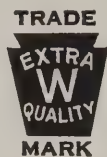
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Room 241

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Make a memorandum now not to miss the first showing of our 1927 line at the Pittsburgh Exhibit.

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1708/9" Fan Vase and 1859/8" Flower Block



Our display at the January Exhibit will be made as usual in the

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Fort Pitt Hotel

January 10 to 27

*We cordially invite
your inspection*



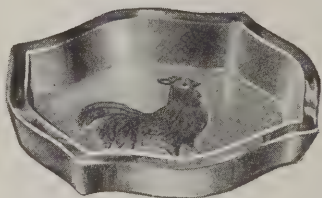
1058/4" Candlestick
Fruit Design



1049/4" Dolphin
Candlestick



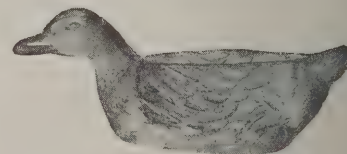
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No. 1 Duck Ind. Salt

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VITRIFIED HOTEL CHINA

PRINTS :: LINES :: DECALCOMANIA

SPECIAL BADGING

MAYER
CHINA

During the present year our capacity has been very greatly increased by addition of three large new buildings and new kilns due to the rapidly increasing demand for our product.

See Our Display at Ft. Pitt Hotel, PITTSBURGH

In January :: Room 784 :: Mr. J. L. Christie

MAYER CHINA COMPANY

"THE WARE WITH THE WEAR RESISTING GLAZE"



SHAPES that are distinctive,—not like anything that yet has been; vivid, true coloring combined with the successful reproduction of the original colored glazes as used by Miles Mason in the eighteenth century, and fulfilling the eternal desire for harmony and restfulness; decorations that are each one an invitation.

These, on the background of the unbroken Mason tradition, "Production of the finest possible tableware", combine to offer the twentieth century its outstanding dinnerware:

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FIRST MADE IN 1780

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TIRSCHENREUTH

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Dinnerware



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Decorations

V & B
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Open Stock Tableware



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105-107 FIFTH AVENUE

At Eighteenth Street

NEW YORK

We will show full lines in Pittsburgh beginning January
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Chicago early in February, 1927, at the *Palmer House*
and on the Road by all our Representatives



This is the dignified design selected by the Baker Hotels.

What does a hotel buyer expect in the china he selects?

Let's list some of the china requirements of a hotel. Beauty—not just a pretty pattern, but real beauty of line and shape and individuality of design. Sturdiness to stand up under constant service—strength without bulk. Ready replacement—broken pieces must be exactly matched.

Because Syracuse China meets all these requirements it has been chosen by a majority of American hotels—chosen only after exhaustive tests proved that Syracuse is the wisest china investment.

The famous rolled edge construction adds to the real economy of Syracuse service. This feature tends to confine any chipping that may occur to the unseen under side.

Show your hotel prospects Syracuse China. Point out how well it is suited to their needs. If they wish something more exclusive than the beautiful patterns in the regular line, we shall be glad to make up special designs incorporating their crest or monogram.

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SEASONS

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from

The Carrollton Pottery Co.

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MANUFACTURERS

SEMI-PORCELAIN

DECORATORS

“QUALITY TELLS!”

ONE COMPLETE DINNER SERVICE

“SUPERIOR”

SEMI-SQUARE

PLAIN EDGE



SUPERLATIVE DESIGNS.

REASONABLE PRICES

EXCELLENT SERVICE

COMPLETE DISPLAY ROOMS AT

PITTSBURGH

January
1927

CHICAGO

February
1927

NEW YORK

February
1927

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President



The Pinnacle ~

in service and quality of merchandise, is ever our goal—

And this New Year sees us with the continued ambition to maintain our station on the topmost height of excellence.

New Year's resolutions are in order for all—let us resolve to help each other to retain the good-will of our old friends and gain the confidence of our new ones—with a service and quality of merchandise which can be depended upon.

~~~~~  
We Offer Our Sincere Best Wishes  
For A Merry Christmas and  
A Happy New Year to All!  
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Johnson Brothers PAREEK

We illustrate Fantasio, one of the four new and original patterns for 1927, designed by Johnson Brothers on their wonderful PAREEK body. Informal in design and brilliantly colorful—truly a fantasy in dinnerware. All four of these patterns are now in stock for immediate delivery.

Write us today . . . We can offer you exclusive selling rights on Fantasio and on a number of other very fine new dinnerware patterns, if your city is not already closed.



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DINNERWARE

England

A line that talks for itself

Charming new
decorations
on the
Biltmore
and
Kensington
shapes

Stock and Import

*TRUE distinction makes in-
stant appeal.*

It commands recognition.

*We therefore invite inspection of
these lines.*

AULD HEATHERWARE

Scotland

Hand Painted
and
Sponged Decorations
on
Quaint Old Shapes

Our 1927 Exhibit
will be on display
February 1st.

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from

ARISTIDE DE SIMONE & Co.

Creators of
Practical
Gift Things

Both Stock and Import

Herman C. Kupper, Inc.

39-41 West 23rd St.

New York

AHRENFELDT

China—France

The Aristocrat of French China

THAT finishing touch of classic elegance so appreciated by the lover of fine china gives true distinction and instant appeal

THE grace and dignity of design and shape combined with the appealing whiteness of the china itself makes each piece bearing this noted makers celebrated hall mark a masterpiece

OUR 1927 EXHIBIT
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February 1st

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Machine Made Tumblers, Sundaes and Tableware

1927 OFFERINGS

Bigger and Better Than Ever!

Leadership

OF the kind that brings back enthusiasm to the buyer disheartened from seeing slight changes called "NEW" and imitation parading under a politer name.

That every year impresses with its freshness and vigor of concept.

That GIVES answer to the constant demand for the unusual.

That can scorn the bizarre and the "cute" because its work is based on the enduring principles of design and good taste.

That commands the ablest modelling to be found in the ceramic world and supplements it with superb ceramic technique.

That co-ordinates sound merchandising with exceptional and extensive National Advertising. Thousands of inquiries have been referred to our dealers this year. Evident in many a department where our volume exceeds previous experience on any art pottery (no matter how low in price). Ask the man who is merchandising this line.

Our new offerings are described in the next two pages and will be especially displayed at

Pittsburgh Glass and China Show January 10-22 incl., Rooms No. 417 and No. 419 William Penn Hotel, Pittsburgh.

Chicago China, Glass and Gift Show, January 24-29 incl., Room No. 1414 Hotel Sherman, Chicago.

THE COWAN POTTERY STUDIO

ROCKY RIVER, OHIO

NEW YORK CITY

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LOS ANGELES

Henry C. Hubley
Transportation Bldg.

Offering for 1927

Four new and highly interesting crackle glazes that add the last superb touch to decorative pieces for the living room:

The old Egyptian blue of the Pharaohs has been duplicated by our technologists and is now offered commercially.

A Guava yellow, antique in feeling, and lovely in color.

A Melon green typical of some of the ancient Chinese pieces.

A Spruce green that permits unusual decorative effect.

A clear daffodil yellow exceptional in color value and texture.

A clear turquoise green.

Two new color combinations for bowls and compotes.

Daffodil (Special Ivory outside, Daffodil yellow inside).

Turquoise (Special Ivory outside, Turquoise green inside).

A group of charming peasant figures by the Russian sculptor Alexander Blazys. Done in the modern manner, but not bizarre, these figures abound in zest and interest. Used as groups, in pairs, or singly, these are typically decorative as only the true objet d'art can be. They are finished in highly interesting glazes.

A series of figure-candlesticks new in concept.

Other candlesticks that strike a new note and permit a new use of this old subject.

Entirely new ideas in flower holders and flower arrangement. In one of these the whole ensemble of bowl, flower holder, figure and candlesticks is so condensed and is regarded in such a new way that an invention patent has been applied for.

As usual we will show charming new designs in bowls, vases, and the like.

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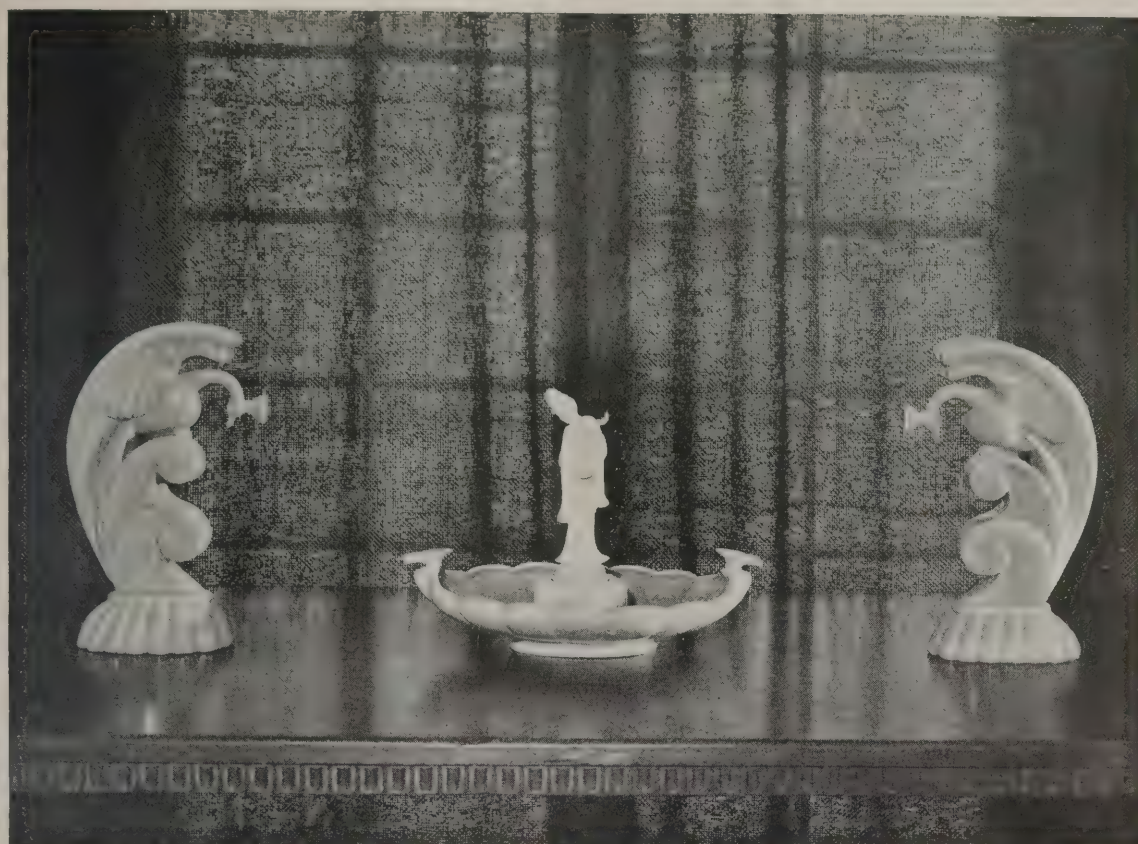
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LOS ANGELES

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Transportation Bldg.



749B

Figure 718
Bowl 739

749B

Strikingly Decorative

AS an example of sweeping line, intriguing and satisfying design, these two bird-and-wave motifs at each end of the group transcend previous conventional ideas in decorative pieces.

Furnished in the ancient glaze of the Pharaohs—Egyptian Blue—beautiful design is matched with gorgeous color mass.

Unusual—Beautiful—In good taste.

THE COWAN POTTERY STUDIO
ROCKY RIVER, OHIO



The Chateaudun

White China

THEODORE HAVILAND
FRANCE

Blue and White Crocuses on
an Orange background, with
centre to match. Ivory rims
with blue and gold edged border.

Decorated

Theodore Haviland
Limoges
FRANCE

THEODORE HAVILAND & CO.

Incorporated

26 West 23rd Street

New York

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The Cluny



THE world-wide popularity of china by Theodore Haviland is due not only to its leadership in quality but also to its wealth of charming designs. This creates an unusual opportunity to have something individual.

To enhance this opportunity comes the new "Cluny" pattern, cast on the beautiful colonial Pilgrim shape. The decoration is of

old-fashioned garden sprays; passion flowers, morning-glories, camomile and others in delicate natural colors. The soft ivory band and the floral border in deep blue and gold are further touches of richness.

This is a superb example of the originality and skill of Theodore Haviland artists, which have long influenced the entire china industry.



PLEASE NOTE: All true Theodore Haviland china—with its incomparable hardness of body, depth and quality of glaze, brilliancy of finish, and perfection of detail—bears one or both of these marks.

Theodore Haviland
Simoges
FRANCE
DECORATED CHINA MARK

Theodore Haviland china can be had from all good dealers. If your dealer does not carry it, he can get it for you. Ask him to write us for full information.

A booklet in color, displaying many of the most famous of Theodore Haviland designs in table china, will be sent on request.

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INCORPORATED
26 WEST 23RD STREET, NEW YORK
CANADIAN OFFICE: THEODORE HAVILAND & CO., TORONTO

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ever well and
ever prospering
to a greater and
greater height.

F. CALVIN DEHARANT
and the staff of the
CHOCOLERY and CHAMPAGNE.

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The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

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SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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AS THE EDITOR SEES IT

As the old year fades away to become (to most of us) but a pleasant memory, the thought that comes to mind is usually the interrogation: What has the New Year in Store? Will it be a good business year or will there be a slackening of the general good things that have been in vogue during 1926? Throughout the country as a whole retail trade has prospered and has shown a satisfactory gain over 1925, which was a very favorable year. Automobile sales continue but contracts for residential buildings are less numerous and more residences are for sale and for rent. The year as a whole shows favorable figures as it draws to close. The normal rate of growth of the United States presupposes a similar rate of growth in retail trade, but retail trade has been even more favorable during the last two years than the normal rate of growth of the country would have seemed to warrant. As a consequence, a slackening in volume of retail sales during the last quarter of 1926 in the first half of 1927 would be but a natural slowing down to meet the advancing rate of growth of the country. Retail trade can drop behind its 1925 figures and, while long so, will still be not only well ahead of 1923 and 1924, but will even be ahead of the normal rate of growth to which retail trade is entitled at the end of 1927. It should be understood that there is a fluctuation back and forth across a constantly increasing normal growth line. At times, retail sales volume is well above this line, at others it is below. But even were the sales volume of 1927 to be less than that of 1926, this volume would still be above the normal growth line to which retail trade is entitled.

Another phase of the matter must be considered, and that is the effect of declining retail commodity prices on sales volume in dollars. Should the merchant sell exactly the same amount of merchandise, or even perhaps a little more, in a period of declining commodity prices, his sales volume in dollars would be less than they were during the period in which these commodities enjoyed a higher price level. But if wholesale prices of these commodities have also declined, the merchant is just as well off as he was at the higher price levels.

Reviewing the U. S. P. A. Meet

The forty-eighth annual meet of the United States Potters' Association has passed on into history. Nothing epic occurred at the sessions which were held at the Waldorf-Astoria, last week.

With labor conditions running along on a level keel there was little to discuss along those lines. W. E. Wells, in presenting the report of the Labor Committee urged dinnerware producers to make a close study of the wage survey made recently under Federal direction and pointed out that comparative peace had prevailed throughout the current year. There is some degree of unemployment, however, his report stated, "which has obtained since the last report was submitted."

The rapid strides made in Ivory Body production during the year past added some zest to the meet. Figures brought out showed that 140 kilns are now producing this ware with more to follow.

Let us hope that the 1927 meet will be as free of troubles and strife as was the meet just closed.

New Tendencies in German Pottery Design

By ARTHUR T. FINCH

(Former Editor *The Pottery and Glass Record*, England)



TODAY amongst leading German pottery designers, modellers, and painters many signs of change are apparent. In the field of pottery design and the subsidiary decoration there appear to be two main forces at work, acting and reacting on one another, and in turn affecting old methods of technique. The one is that of the old Royal and Ducal manufactories, whose work is, I think, well known to the American ceramic trade, and whose artistic roots are steeped mainly in the past. The other force, possibly more important to the lover of plastic forms, is that represented by the private manufactory. The private manufacturers have designers, modellers, sculptors and painters who are

at Berlin and at Meissen, if there has been restriction the development of new shapes, in the development new styles of ornamentation and mode of decoration the body, continual experiments have been made, some of these of a far reaching character.

The lover of beautiful forms and tasteful decorations suitable for, and in conformity with, modern furnishing and styles of interior decoration will find three main factors operating, which without undue emphasis on the immediate effects, will lead inevitably to changes in the nature of the productions made at the various State works. Moreover, they may usher in a new era of artistic achievement in pottery technique.

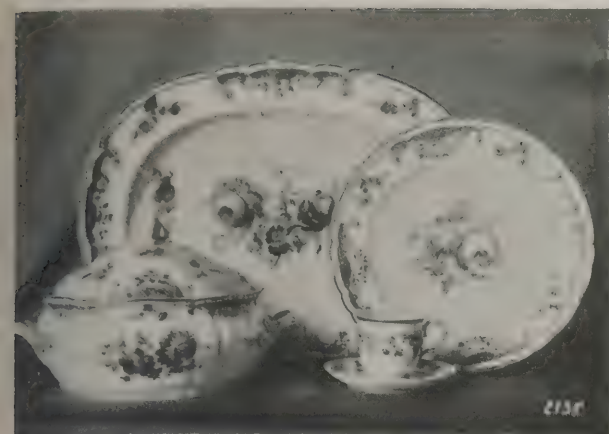


Table services, modernesque and old treatment, Meissen State Porcelain Works.

not circumscribed by the restrictions inevitable from following 18th and early 19th century styles, whether in shapes, colors, and naturalism of treatment of decoration of the body of the porcelain and majolica, as are the State manufactories.

As yet, however, it is too early to say what effect the change over from Royal to State ownership will have on the famous Berlin and Meissen, as well as the lesser-known Karlsruhe and Nymphenberg works, from an artistic standpoint. Certainly, as some of the illustrations show, the old shapes for table services and modelled figures will still be made, and of course, are being made. The reason for this is plain: there is a demand for such productions both within and without Germany. At the same time both

To digress for a moment to explain the changes that are taking place, expressed in many of the illustrations shown here, the great social upheaval that came about in Germany in 1918, and the consequences that followed therefrom in the Peace Treaty, have wrought havoc in the economic position of a large number of the German people. Among those who have suffered must be counted the artists as a class. This may be cited as the first dominating factor. Second, is the change in the outlook of many able German artists both engaged in pottery works and private studios, in the production also of furniture and fabric designs, resulting directly from the new forces operating in German social and economic life. Then, the third factor is the intensification of the raw



Replica of Braslau State tea service, the original of which was made for Frederick the Great. Both floral treatment and modelling express 18th century feeling.

cial problem limiting production in the graphic arts, working in fine leather products, marble, bronzes, etc., resistant largely from the entire devaluation of the mark. This has led to an inflow of new talent in the German pottery industry. Associated with this last factor is the migration of numbers of Vienesse artists to German works. Contrawise, the low internal earning capacity of German artists is leading numbers of them to seek a more remunerative outlet for their talents in the United States. This, considered in conjunction with the loss to German industrial art design of many of the young designers and other artists killed in the late European war, whose work showed great promise in respect of a new outlook towards art forms, will handicap in no little measure the advance of pottery production in Germany on its artistic side.

To borrow from the painters' vocabulary, familiar to our readers, three main movements are present in German pottery ornamentation to-day, and in turn affecting the modelling of shapes. The first is naturalism with realism, with its emphasis on sentiment both in respect of the forms of the shapes and the decoration, whether of flowers, natural history subjects, or figure motives. This movement is predominant at the Meissen State Porcelain Works, as the illustrations show. They have a ready response with the general public both in the old and the new world. As in painting, the designs are expressive of sentimental scenes and objects, which are associated mainly with late 18th century and early 19th century pottery production, of which there are large numbers of specimens in the rococo ornament in American and other museums both in fire and table ware. The second is somewhat akin to expressionism, expressing itself by leaving out detail, and a modification of natural forms and colors, and a clever decorative treatment of floral motives and their tasteful application. These are noticeable in the new table ware and ornamental wares of the famous Rosenthal works, and also the animal subjects, particularly those of the Vienesse works entirely different in lineal form from the work of Kaendler (the Meissen modeller) and his pupils and followers to-day. These animal figures have lineal

sculpturesque quality about them which was not present in the old wares, however finely these latter rendered details of subject forms.

Associated with the marked advance in conventionalism of pattern is its effect on the modification of the shapes both of table services, lighting fixtures (of special interest to lovers of decorative as well as useful *objects d'art*), and lamps, influenced by the artistic movement of the German Seccessionist group in Munich. Many of the new efforts seen at recent exhibitions in Germany (such as the Dresden Modern Pottery, Porcelain, and Glass Exhibition, as also those held in Munich) avoided excessive detail in shapes and decorations of vegetable dishes, relying rather on finish and simple outline, as seen in breakfast services, for decorative results. The modellers and designers appeared to stress simplicity of form and constructional lines of modelling. These table wares express the new outlook in form and decoration of German pottery designers. The third movement, as it were, affecting form of pattern and color, may be called post-impressionism, or expressionism. This new outlook is seen in some of the ornamental and semi-utility wares on view at recent art exhibitions held in Germany. They are a direct revolt against the realism, the pictorial element in German pottery ornamentation, and for that matter in other industrial art products. Color and pattern, masses of effects of foliage or whatever other predominant motive is employed, are, as it was explained to me when recently in Germany, rendered on the china body in a series of rhythmic movements and boldly drawn lines and bright colors, with strong contrasts to relieve the outline of the shape and pattern. The new mode of decoration appeared to me to lend itself excellently to the heavy texture of pottery material and the glutinous quality of the ceramic colors.

As my readers, being makers as well as distributors of pottery, can well understand and appreciate, in the main field of German pottery production, the creative efforts of the artist in design and modelling must necessarily be subordinated to the exigencies and nature of the demand and the continual difficulties experienced in respect of obtaining the right kind of raw materials and quality of



A vase painter at work at the State Porcelain Works.

coal for firing the wares. Naturally, the practical destruction of the German middle class (or, to be more exact, the professional classes) as buyers of good quality wares, limits considerably the internal demand. But the artistic ideal of making and designing beautiful objects and wares in porcelain (not to speak of glass, furniture, and some textiles) bearing the direct impress of their creator is happily still cherished and encouraged. At the exhibitions above mentioned it was in the limited sphere of untrammelled artistic expression that the most outstanding developments were to be seen, a point which should appeal to all lovers of fine work in applied decoration.

Among the illustrations shown are some porcelain plaques, examples of work done at the Berlin State Porcelain Manufactory.

These strike an entirely new note in ceramic art, if they are but the development, so to say, of earlier experiments made by Professor Baudiss, the able art director of the works. They are wall decorations, *par excellence*. Unlike the ordinary painted picture which is hung up in the hall or drawing-room, however, these are imperishable. Whilst in some respects akin to underglaze painting on porcelain, they differ from it in the methods of execution. Through the kindness of Professor Baudiss I am in a position to explain something about this invention.

For the process single plates are used, which without previous preparation are etched directly on to the heated porcelain plate and completed. The biscuit is hard porcelain, on to which the colors are melted simultaneously with the glaze, by the heat-grade of the firing. The process and the resulting product are purely ceramic. No call is made on such technical aids as melted colors employed at different grades of heat. The colors are laid on the heated biscuit; and by the use of needle and scraper, the color is given its beautiful form. The process, therefore, as my readers will at once perceive if they are acquainted with etching processes, belongs to the graphic arts, and has no connection whatever with the ordinary brush painting characteristic of underglaze painted porcelain.

In these plaques the color strength of the transfer being mechanically measurable, only experience and practice, coupled with an artistically trained eye, can the executant from disappointment. On this ground it is, therefore, difficult to get two articles finished actually alike in color. At the same time, to the possessors of these plaques, seen upon the wall, they have their own individual art value, apart from the intrinsic beauty of work itself. The number of colors which will stand the necessary heat requisite to fire the plaque is limited. Nevertheless, the Berlin State Porcelain Manufactory has colors which are not elsewhere in use. In one respect they remind the lover of old ceramic of the 17th century chrome Dutch tile pictures, for with the new wall plaques



Amazone, a creation of the Rosenthal Company, Selt., a splendid example of the modern spirit of artistic interpretation.

as with the old pictures, new tones are created by laying one over the other, colors which experience has shown influence or complement another. The receipt for this can be given; although in any case, but of my readers are likely to be interested to know which is. In the variety of the relief the artistic character of the work and its appreciation. The characteristic quality would be lost by the form of production by the mass, every other imitative or mechanical repetition, which of consideration price, lowers the quality of the production. It may

not, however, be thought that the comparatively small number of colors which will stand the great heat of firing of the porcelain means a shortage limiting the artistic capacity. That would be disastrous for the art-loving public. Moreover, only the ceramic dilettante can find hindrance in such dearth of colors. The apparent lack made up for by the endless charming possibilities of handling and attractive effects, which can never be attained in the same way by pure brush painting. In this new graphic art process the artist can achieve something with every color palette. But Professor Baudiss uttered a warning, when he stated to me that he who wishes to obtain more from the material than it will give, and draw one-sided comparisons with products of different origins

finds against the genuine-
ness of the material, and hin-
der thereby the building-up
of useful ceramic possibilities.

Some of the other illus-
trations are expressed both
in new and the old art ideals
of the sculptors and modellers
in Germany to-day. Forms
of modelling change as do the
inner of our housing the fin-
ished works of art. Still,
for beautiful plastic quality
can be enjoyed wheresoever
they are placed—in entrance
hall, drawing or bathroom—
in the modern or period style
finished home. The entry

of these sculptors and modellers into the field of ceramics
has resulted in a marked impetus being given to the beauty
of form, sculptursqueness or representation of lines in the
plastic material at their disposal, both in porcelain and
stoneware. But the State-owned and the private works
appear to be vieing with each other to produce beautiful
creations, from the small plastic figures to the more elabo-
rate groups and large single pieces of statuary and ani-
mal sculpture. Apart from the Meissen examples, which
stand in a class by themselves, and express largely the
old tradition, faultlessly modelled, full of detail finely ex-
pressed, —there are many signs that the State as well as
the private-owned works are responding heartily to the
new outlook and demand. The peacocks, some of the
wild animal figures, evince an effort that is very pleasing
in the result to throw over detail, and to give a purer ren-
dering of the outline of the form itself. These statuary
or group subjects, associated also with useful objects

(i.e., electric lamp standards,
for example), appear to give
more attention to the limita-
tions of the plastic nature of
the hard porcelain material
in which they are modelled.
Some of the colors employed
on birds, and especially in the
many dance subjects (i. e.,
the Galante Dame, for exam-
ple), both by individual artists
of the Rosenthal Works and
Gureth, as well as Berlin,
are charmingly rendered. The
Porzellanfabrik Fraureth
has made a striking contribution
to costume decoration with
its groups and single figures
depicting the history of cos-
tume from Gothic to modern
times. Unfortunately, no
photographs of these are
available. The growing inter-



Interior view of Meissen State Porcelain Manufactory,
Meissen.

new plastics, by Rosenthal and other makers and indi-
vidual studio modellers. These plastics embody figures
and groups of mundane dancers of either sex, modelled
by artists such as Halzer-Defanti, for example. But the
still life subjects are full of charm and spirit in rendering,
markedly different from the hard modelled subject effects
met with in much German sculpture before 1914. These
still life subjects typify the new spirit and outlook of the
artist.

Touching further on the dance figures and groups, par-
ticularly those modelled in the Rosenthal works, these
embody the best traditions of the past in conformity with
the modern spirit in the artistic interpretation of the mo-
tive and its execution. I have already touched upon their
artistic qualities. Consider, however, the technical quali-
ties. How admirable in poise are such pieces as the "Os-
trich Ride," and the modeller Karner's "Triumphant
Return!" They call for admiration by all who are ac-

quainted with the masterpieces
of early Chinese figure model-
ling in porcelain. Illustra-
tions of these two pieces are
not available; but some idea
of the masterly technique of
modelling is shown in the
"Amazone," a Rosen-
thal group. Lastly, readers
who can should certainly en-
deavor to see examples of
child subjects now being pro-
duced in ceramics to which I
referred above. German art-
ists are setting great store by
the exquisite rendering of the
moods of children in these
plastics. More is likely to be
heard of efforts in this regard
in the near future.



New decorative plaques of landscape scenes done in
porcelain under new etching process. These plaques
are taking the place of pictures.

Stores Find Women Avoiding Sales Work

The October meeting of the Retail Executives Association was held at the Hotel Pennsylvania here recently. Sheridan Gorton, president of the association and assistant general manager of R. H. Macy & Co., presided at the round-table discussion and later introduced the five speakers of the evening, all past presidents of the organization.

The problem of securing a sufficient supply of salesladies for department stores was raised by Conrad Schenkman, who stated that the attitude of women toward selling positions was evinced by the constant diminution of applicants, and the marked preference for secretarial positions. The speaker was answered by T. V. Gould, general manager and vice president of Oppenheim, Collins & Co., Brooklyn, who suggested that probably the employers themselves were at fault in not impressing upon applicants the dignity and unique possibilities of selling positions. He pointed out that even the simple expediency of calling a vacancy a "position" rather than a "job" would contribute toward elevating the plane of the saleslady in the public eye. Among other factors, it was claimed that the trade and commercial schools are not co-operating with the department stores but are urging their students to choose secretarial work. It was agreed that the longer hours of sales positions tended to make them unpopular but that the opportunities for advancement and the greater outlet for individual initiative far overbalanced mere convenience.

According to the consensus of opinion, the remedy must follow three distinct lines. First, an effort must be made to link up the schools with the stores in such a fashion that the prospective employe when adopting a course of study will have the assurance of a good position as the ultimate goal of her endeavors. Such action would offset the reluctance of many favorably minded women who are restrained by the uncertainty of being "placed properly." Secondly, the employer must attempt to "sell" selling positions to the public and the future applicant, not through any false merits but by insisting upon the more interesting nature of the work and the excellent openings for those who make the best of their abilities; to let the position recommend itself. And thirdly, through a more extensive use of the sponsor system to reconcile the employe to the little disadvantages and inconveniences which admittedly exist in selling as opposed to secretarial positions. The influence of the sponsor system while, of course, functioning in part through the supplying the recreational, medical and other kinds of facilities, would consist for the most part in a personal contact with and in the interests of the employe. By exercising a paternal solicitude for its personnel it is believed that a spirit of devotion as well as satisfaction can be engendered.

The association, since the meeting was set aside as "Past Presidents' Evening," was unable to do more than merely skim the surface of the subject, but a committee of Conrad Schenkman, of Bloomingdale Brothers, and Julius Stern, of the Namm Store, was appointed to make a more exhaustive investigation of the topic and to consider

suggestions along the threefold plan outlined. The committee's report should contribute something of real value toward the solution of the problem and will be reported as soon as it is presented.

The meeting, after the discussion was handed over to past presidents, P. S. Hart, of Kameyer & Co.; T. V. Gould, of Oppenheim, Collins & Co.; Mr. Wills, manager of R. H. Macy; Mr. Lipey, of Bloomingdale Brothers, and Mr. Kirchbaum, general manager of Koch & Co., were among the past presidents who attended and addressed the assemblage.

The association is one of the most prominent of societies functioning in the field of retail trade and during its eleven years of existence has managed to give material aid toward the solving of many cantankerous problems peculiar to the field. Its membership is drawn from executives of considerable distinction and renown connected with department stores in New York and its environs. At the present time is approximately sixty in number. Meetings are held on the fourth Thursday of every month at which the members congregate for the purpose of exchanging ideas."

Will Rhodes Talks on Dinnerware

Will A. Rhodes, who needs no introduction to the crockery trade and who of later years has been employed as sales representative for The Sebring Pottery Co., Sebring, O., dropped into the Editor's sanctum recently and settled his 200-pounds of good-nature into a chair for a friendly chat.

"Just on for a visit looking up old friends," declared Mr. Rhodes. "I've been dropping in like this ever since the days when Mr. Jacques ran the CROCKERY AND GLASS JOURNAL. Yes sir, I'm a strong booster for the JOURNAL."

As Mr. Rhodes has recently completed an extensive traveling trip in the interest of Ivory Porcelain in which he called on leading buyers from Portland, Maine to Denver, Colorado and from St. Paul, Minneapolis to New Orleans, Louisiana, we thought it a good idea to get his opinion on conditions in the trade especially so far as dinnerware is concerned.

"This has not been a good year for dinnerware," replied Mr. Rhodes to our query. China and glassware buyers all over the country have had good years so far as the entire department is concerned. Figures are as good as not better than a year ago for the year's total. But in dinnerware they fall down."

"Why is that, Mr. Rhodes?"

"Well the principal reason as I see it is that the average housewife is not giving the time to entertaining as she used to. One reason for this is the automobile. When the housewife has guests she is very apt to pile them into her automobile and hie them off to some roadhouse or restaurant noted for its chicken dinners.

"Then there is the problem of apartments in place of the old-time spacious house. That is why the 66-piece set with service for eight is more popular now than the old 100-piece set for twelve. Times change and with the change of time conditions and dinner sets."



The "Raleigh," "Embassy" Shape—PATENT APPLIED FOR
FROM
Booths Ltd., Tunstall, Staffs, England
Makers of
"Ceylon Ivory"

The Raleigh will be Available from Our New York Open Stock in the Spring.

This pattern strikes a new note in dinnerware decorations. The border, divided in panels, is in Powder Purple, one of the most popular colours of the season. It has never before been produced on table ware except by an expensive hand process at an extremely high price. The "Raleigh" now places this splendid colour within the reach of all.

The "Ceylon Ivory" body adds to the beauty of the powder purple. The new "Embassy" shape comes near to perfection. Its lines are most artistic and thoroughly practical. The plates have wide rims and the cups are of almost egg shell thinness.

This decoration is an outstanding one and will create a sensation. It is offered on import or from stock.

*Next Month We Shall be Located at No. 49 West 23rd Street
With Much Improved Facilities.*

Edward B. Dickinson, Inc.

*Sole Agents for
Booths Ltd., Arthur Wood and "Hook-Lid" Teapots.*

37 West 23rd Street, New York

Who is the Oldest Man in the Trade?

The Distinction of Being the Oldest Man in Length of Service Goes to Isidore P. Cohen, Brooklyn, N. Y.; Frederick C. Seeman, Baltimore, Md., is Second and A. C. Griffith, New York a Close Third—Cohen Got Job About Time Lincoln Was Assassinated

TO Isidore P. Cohen of Brooklyn, N. Y., who is connected with James Stewart's downtown store at 68 West Broadway, New York City, goes the honor and distinction of being the oldest man in the crockery and glass trade in length of year's service. This was brought out by the CROCKERY AND GLASS JOURNAL's re-



Isidore P. Cohen, who has served 61 years in the crockery and glass trade.

cent contest to determine who was the oldest man in the trade according to actual years service.

Mr. Cohen has served 61 years in the trade and is closely followed by Fred C. Seeman of John A. Dobson & Co., Baltimore, Md., who has been in the trade 60 years and what is most remarkable—with the same firm. These two are in turn followed by A. C. "Gus" Griffith who has spent 58 years in the crockery and glass business.

Let us follow the careers of these three venerable veterans according to the respective length of their service in the trade.

Isidore P. Cohen was born over a china store in London in 1850. This store was owned by his parents and almost as soon as he could toddle about he was in the store nosing about the crockery and we dare say, occasionally knocking over a piece to his parent's despair.

It was only natural then that coming to America in 1865 young Isidore should seek a position in a crockery and glass establishment. He was engaged by Joseph Morton who maintained a store at the corner of Greenwich and Barclay streets, at the time that Abraham Lincoln was shot.

But let Mr. Cohen tell the story of his interesting career:

"I remained with Joseph Morton for about twelve years and was then employed by Charles Jones at 920 Broadway at the corner of 21st street as buyer and manager of the China, Glass and Crockery department. I left Mr. Jones to get married and later opened a store of my own at 357 Eighth avenue between 27th and 28th streets and owing to the department stores opening crockery and glass departments most of the crockery and glass stores including my own, were forced to give up business.

"I then accepted a position with Wechler & Abraham now known as Abraham & Straus and remained with them for about twelve years in the capacity of assistant buyer.

"I was then engaged as buyer and opened the department for Wise Smith & Co., Hartford, Conn. At the expiration of my contract I went to Birmingham, Ala., and helped open the department for Loveman, Joseph & Lob. I was compelled to leave this post because of my inability to stand the terrific Alabama heat. The firm, I am told, tried to stop my trunk from being shipped home but they were told by the Mayor that as they did not have a contract with me I could go when I pleased.

"Upon returning to New York I was engaged by Buffalo Cut Glass Co., as their New York representative in which position I held for twelve years until the World War began and the cut glass people were forced out of business.

"I was engaged by J. M. Stewart as buyer and manager of his China and Glass and Crockery department. Later I left Mr. Stewart and started in the sterling silverware business but was forced to give up for want of capital.

"After a short rest I returned to my old job at James Stewart's where I am at present."

CAREER OF FRED C. SEEMAN

IN 1866 Fred C. Seeman took a position as office boy with John A. Dobson & Co., at a salary of \$50 a year. In 1870 he was admitted to the firm and on the death of Mr. Dobson continued the firm name which the company still holds as a matter of sentiment. In his business experience of nearly sixty years Mr. Seeman has represented most of the prominent glass and crockery manufacturers and importers, many of whose names have long since been forgotten.

Here is Mr. Seeman's own story:

"When I entered the employ of Mr. Dobson on August 12th, 1866; in this city there were possibly twenty legitimate jobbers (not retailers) who did an exclusive wholesale business. Between January and February 15th, January and August 15th it was the custom of these jobbers to visit our sales rooms and we were kept very busy for thirty days in each season. Between these periods very little

business was done. Shortly after the war, terms were made explicit and thirty days was the maximum limit.



Frederick S. Seeman, head of John A. Dobson & Co.—60 years' service.

At the time I entered into business, a representation covered the New England Glass Co. of Boston, the Mt. Vernon Glass Co. of Boston, the Cape Cod Glass Co. of Boston, the Union Glass Co. of Boston, the Portland Glass Co. of Portland, Me., Atterbury and Co. of Pittsburgh, Bryce Walker & Co. of Pittsburgh, Phillips Best of Pittsburgh, Johnson King & Co. of Pittsburgh, Central Glass Co. of Wheeling and possibly others.

Subsequently the business was taken over through the representation of A. J. Beatty & Sons, Fostoria Glass Co., Old Flint Glass Co., Barnes Faupel Co., Elson Glass Co., LaBelle Glass Co., Bakewell Pears & Co., James B. Lyon & Co., Fry Semple & Reynolds, Hobbs Brckunier & Co., and at the time of the organization of the United States Glass Co. in 1891 practically all the separate factories were represented through our office.

I could enumerate many old names long forgotten, but it might be interesting to recite, that the first piece of glass sold by the Central Glass Co., east of the Alleghenies was sold through this office. The writer recalls a visit to Baltimore of Mr. Best with a cheap pressed wine glass that he offered marketed through this office and in showing the sample was well annealed holding it in his warm hand it integrated and apparently went back to silex, which evidenced the annealing did not exist.

Another amusing incident occurred when the La Bastie process of annealing glass came to a focus. Mr. Dobson endeavored to show the durability of the glass had some prominent people in the office and began throwing money after chimney on the floor. Unfortunately he was not very well acquainted with the place where the La Bastie chimneys were supposed to be kept. Crash after crash occurred, the writer desired to know what he (Mr. Dobson) was endeavoring to show and found he was taking from the wrong bin, chimneys that had been imported from Germany by Bennett B. Schneider of New York.

"Today's conditions have practically eliminated the jobber as almost our entire business is now with the retailer.

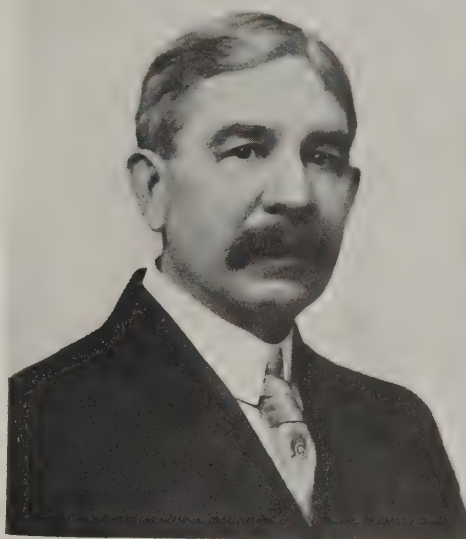
"I could go into a very long and tedious history of the Glass Business, considering the different patterns, the beauty, etc., even to the extent of having the first pressed tumbler in my possession until 1904 when it was destroyed in the Baltimore fire. This particular tumbler had its own history, having been made by Deming Jarves at Sandwich, Mass., 1827.

"As to personal history there is little to remark, except that he has devoted almost his entire life to fostering the Glass and Crockery Business, independent of his association with many of the financial institutions of this city, being a director in the Merchants National Bank, the Continental Trust Co., Union Trust Co., and several smaller corporations.

"It is somewhat difficult to go into a matter of this kind without making same too lengthy to be interesting."

"GUS" GRIFFITH HAS BEEN IN THE TRADE 58 YEARS

ALTHOUGH his given name is A. C. Griffith he has for the past 58 years been known to the trade as "Gus". Away back in 1868—October 15th to be ex-



A. C. "Gus" Griffith—58 years' service

act—young Gus Griffith, then in his fifteenth year, obtained his first position. It was with J. Seth Hopkins & Co., a china, glass and housefurnishing establishment of Baltimore.

Mr. Griffith, who is now 74 years old, is hale and hearty and looks years younger. He had a reminiscent look in his eyes as he turned back the pages of his career and recalled those early and blissful days of youth. All odd jobs around the establishment fell to young "Gus" Griffith for he was the utility man on the floor. He worked hard, however, and before the year was over he became a regular full-fledged salesman.

But he was not content with this and continued to apply himself so that in 1903 he became general manager of the firm. Then came the famous Baltimore fire which indirectly resulted in Mr. Griffith resigning and coming to

(Continued on page 87)

What Has 1927 in Store for the Trade?

Here Are the Opinions of the Most Representative Men of the Pottery and Glass Business together with Leaders in the Retail Field. They Do Not All Agree That It Will Be a Prosperous Year Although the Majority Sound a Note of Optimism. Hard Work and Pushing of Lines Is Stressed in Many of These Replies to the Editor's Letter Requesting Predictions for Ensuing Year.



In accordance with the custom established last year by the CROCKERY AND GLASS JOURNAL and which was so enthusiastically received, a letter was sent out to the trade requesting the opinions of its leaders as to whether or not 1927 would be a good year for the crockery and glass business.

Of course a prophecy made for a period which covers twelve months in advance is not infallible but the fact that the leaders in the trade were unanimous a year ago in predicting that 1926 would be a good year proves that these predictions by men who hold the pulse of business conditions, are as accurate as it is reasonably possible to be.

Opinions this year are not unanimous. The majority are optimistic but while no real fear for 1927 is expressed there is a certain undercurrent of feeling which urges caution. The majority, however, look for a continuation of good times.

Here are the opinions of a few leaders in the crockery and glass field:

M. A. Smith, President of McKee Glass Co., Jeanette, Pa:

"We look for a continuation of prosperous conditions in 1927. New items and better values are bound to be a part of the sales which will be transacted.

"With the basic industries working better than they have for some time, such as coal, coke and steel, there is bound to be a continuation of employment."

George C. Thompson, of the C. C. Thompson Pottery Co., East Liverpool, O.:

"We do not believe the pottery industry in general will have a prosperous year unless importations are reduced.

"This can be accomplished in either one of two ways:

"An increase in tariff, or a reduction in American wages and cost of supplies.

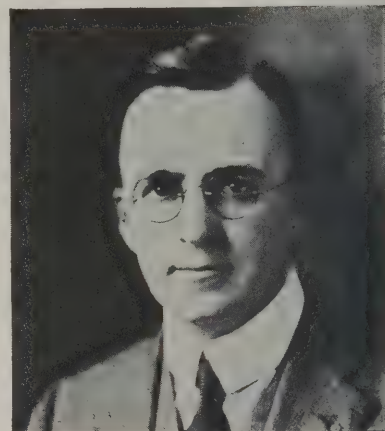
"Until one or the other of these is accomplished we refuse to do any guessing about 1927."

J. M. Vodrey, President, The Vodrey Pottery Co., East Liverpool, O.:

"We can see nothing in the business outlook that would in any way indicate a slackening in the demand for pottery during 1927, but on the contrary we can see many signs that would indicate a heavier demand at least for the first and second quarter. Our business for 1926 has been good, but indications are that 1927 will be better."

I. E. Minckes, Secretary, Albright China Co., Carrollton, O.:

"It is rather difficult to predict for all of 1927 but we believe that the fore part of the year will be better than that of 1926."



Charles L. Sebring

Charles L. Sebring, President, The Sebring Pottery Co., Sebring, O.:

"I have your letter of November first, asking for my opinion of business for 1927. I do not pretend to be able to peer into the future. I do believe, however, that there should be a substantial demand for quality merchandise throughout the year."

Arthur E. Mayer, President, Mayer China Co., East Liverpool, Pa.:

"Our company has enjoyed a very prosperous business during the year 1926. Our sales to date have been larger than any preceding year in the history of the business. Our main fight throughout the year has been to maintain quality and production and give at the same time prompt shipments to our customers, and at the same time ask a fair remuneration for our ware.

"During most of this year we have been expanding our plant. We have erected a large new warehouse and office building. Also erected a new kiln shed and have completed one new kiln and about to start on the second. We also have nearing completion, one large building to be used for preparing of raw materials. These improvements which we have made during the year will increase our capacity about 50 per cent and the plant is now working on a new 50 per cent increased capacity and we look forward to the new year with confidence that this capacity will be maintained throughout the year.

"The business prospects for the new year seem very bright indeed to us. We now have a large number of orders on hand for shipment after the first of the year as well as a very large number in prospect for delivery during 1927."

**J. W. Foreman, President, The Owen China Co.,
Mervia, O.:**

"I have your circular in which you ask that we make a prediction on the conditions that will surround the pottery and glass ware trade for 1927 and in reply we beg to advise in our opinion we are going to have a good year for those who work hard to make it so. We still have faith in the U. S. as a consumer and confidence in the pottery business."

K. C. Sebring, General Manager, The E. H. Sebring China Co., Sebring, O.:

"I think the year 1927 will be a good one, that prices will be firmer, and there will be more demand for a better class of merchandise."

"Our business at the present time is exceptionally good, and all contracts running well into the year 1927 indicate that the year's business will be above the average."



Chas. W. Read

**C. W. Read,
Sales Manager,
Shenango Pottery
Co., New Castle,
Pa.:**

"Would say that the Shenango Pottery Company is just closing the most successful year in its history. In 1925 we doubled the capacity of our plant, and have, therefore, been able to take care of our trade in a better manner than ever before. Orders received, and shipments, are the

greatest in our history, and in our opinion 1927 should be an extremely good year."

"It is true that conditions in some sections are not as good as they should be, but this condition is offset by great prosperity in other sections. Fundamentally, the country is on a very firm basis, and we believe that the year 1927 will be an exceptionally good year for business: but business will have to be sought for, as competition is very keen, and the situation is further complicated by the influx of china manufactured abroad where labor costs are much lower than in the United States."

Guy E. Crooks, Secretary and Treasurer, The Crooksville China Co., Crooksville, O.:

"In reply to your inquiry would say, with an over production of our own factories plus the excessive importations, we cannot forecast any improvement in our industry for 1927."

G. C. Mitchell, The Pope-Gosser China Co., Coshocton, O.:

"There should be an appreciable increase in the dinnerware business next year, especially in the better patterns."

"However, until the industries of this country increase the buying power of the customers of our stores by more steady employment and at the same time more American made dinnerware is displayed and sales pushed equal to the imported in our stores, we will not have good business conditions in our Pottery industry."



George C. Mitchell

"The hand-to-mouth buying is increasing the cost of the manufacturer who must ultimately get relief in the way of higher prices."

"However, we anticipate our usual business at least for 1927."



Sam J. Bloomingdale

**Sam J. Bloomingdale, President,
Bloomingdale Bros., New York,
London, Paris:**

"We are confident that conditions are favorable for a continuation of the very satisfactory growth of our crockery and glassware business during the present year."

"We are planning for a substan-

tial increase in 1927."

W. E. Wells, Secretary and Treasurer, The Homer Laughlin China Co., Newell, W. Va.:

"Business is so keenly susceptible to many influences,

political, agricultural and otherwise, that I do not attach much importance to a prediction by any one covering twelve months, and least of all to an expression of my own.

"The immediate prospects appear to be just about what they were one year ago, and I am inclined to think that the early demand in 1927 will about parallel that of the corresponding period in 1926. Beyond that time my guess is not of any value."

B. E. Salisbury, President, Onondaga Pottery Co., Syracuse, N. Y.:

"I can speak only of the vitrified china industry.

"There is every indication of good business for 1927. It is necessary, however, for pottery manufacturers to continually strive for an improvement in their product and more efficient methods of production, as a tariff fight is not very far away. I believe now is the time to get our houses in order so as to be ready for it."

John H. Harris, Buyer, China and Glassware, Kaufman's, Pittsburgh, Pa.:

"As to trade conditions for 1927 I fail to see how anyone can be other than optimistic. Factory conditions, financial and credit conditions all point in this direction.

"The general masses today all want better merchandise and a buyer's best thought should be not to see how much cheap merchandise he can dispose of but how much of finer and better goods can he handle. I think many buyers are open for a surprise once they try to operate in this latter direction."

Chain Sales for 1926 May Break All Past Records

Chain store sales for 1926 will exceed any previous year's record, according to present indications. Figures for November again show advances for the chain organizations dealing in sports goods, "5-and-10" and similar merchandise.

The business for the 11 months of 1926 of 15 organizations aggregated \$584,408,773, an increase of \$72,168,327 over the corresponding 1925 period. A compilation of the figures for this year shows that the F. W. Woolworth Co. sales are \$12,596,167, or 6.31 per cent ahead of 1925. The company's sales for the 11 months' period amounted to \$212,285,545. J. C. Penney Co., Inc., reports an increase of \$21,246,152 over its 1925 business, while Neisner Bros., Inc., reports an increase of 61.6 per cent; J. C. Penney Co., Inc., 27.08 per cent; S. S. Kresge, 12.25 per cent; W. T. Grant Co., 18.73 per cent, and McLellan Stores, 40.8 per cent.

During November the sales of the 15 systems aggregated \$66,367,610, an increase of \$10,300,865 over the corresponding period last year.

The organizations whose figures have been compiled are: F. W. Woolworth Co., S. S. Kresge & Co., J. C. Penney Co., Inc., S. H. Kress & Co., McCrory Stores Corp., Metropolitan Stores, Neisner Bros., Inc., Isaac Silver & Bros., W. T. Grant Co., G. R. Kinney Co., Hartman Corp., J. J. Newberry Co., McLellan Co., F. & W. Grand Stores, and Davega, Inc.

The F. W. Woolworth Co. reports the largest total for November, \$22,532,891, an increase of \$1,855,981 over the same month last year. S. S. Kresge & Co. announced total for the month of \$10,956,594, a gain of \$1,531,359 over 1925. J. C. Penney Co., Inc., reports a gain of \$3,480,159 over the corresponding period last year, sales for the month amounting to \$13,333,637.

Following is a comparison of sales for November and for 10 months:

NOVEMBER SALES

	1926	Increase Over 1925	Per Cent Increase
F. W. Woolworth Co.....	\$22,532,891	\$1,855,981	8.7
S. S. Kresge & Co.....	10,956,594	1,531,359	16.1
J. C. Penney & Co., Inc.....	13,333,637	3,480,159	35.2
S. H. Kress & Co.....	4,821,600	711,008	17.0
McCrory Stores Corp.....	2,911,691	238,716	8.2
Metropolitan Stores	1,010,269	214,960	21.3
Neisner Bros., Inc.....	426,459	166,221	63.0
Isaac Silver & Bros.....	479,809	126,418	35.0
W. T. Grant Co.....	3,725,516	803,962	27.0
G. R. Kinney Co.....	1,605,185	171,919	11.0
Hartman Corp.	1,392,546	144,706	11.0
J. J. Newberry Co.....	955,258	308,366	47.0
McLellan Stores Co.....	987,592	339,663	52.0
F. & W. Grand Stores.....	954,490	116,773	13.0
Davega, Inc.	274,073	90,654	49.0
Totals	\$66,367,610	\$10,300,865	

ELEVEN MONTHS' SALES

	1926	Increase Over 1925	Per Cent Increase
F. W. Woolworth Co.....	\$212,285,545	\$12,596,167	6.31
S. S. Kresge & Co.....	98,767,244	10,785,195	12.25
J. C. Penney Co., Inc.....	99,697,262	21,246,152	27.08
S. H. Kress & Co.....	42,200,669	4,844,826	12.25
McCrory Stores Corp.....	27,536,780	3,291,736	13.0
Metropolitan Stores	8,867,529	2,025,430	29.0
Neisner Bros., Inc.....	3,357,391	1,280,815	61.6
Isaac Silver & Bros.....	3,834,374	627,022	19.0
W. T. Grant Co.....	29,479,616	4,650,880	18.73
G. R. Kinney Co.....	15,702,558	412,814	11.0
Hartman Corp.	17,110,038	3,462,477	25.0
J. J. Newberry Co.....	7,819,896	2,415,877	44.0
McLellan Stores Co.....	7,211,978	2,091,229	40.8
F. & W. Grand Stores.....	8,672,397	1,892,993	27.0
Davega, Inc.	1,865,496	544,714	49.0
Totals	\$584,408,773	\$72,168,327	

Crooks Do Their Forging Early

Bank depositors, and particularly business houses, were advised to observe special vigilance against check crooks during the pre-holiday season, in a warning sounded today by Parnes E. Ryan, manager of the Forgery Bureau, Department of the Metropolitan Casualty Insurance Company. Experience shows, said Mr. Ryan, that check forgers are never more active and successful than in the busy days just before Christmas.

"The main endeavor of the crook is to obtain a genuine check, no matter how small the amount," said Mr. Ryan. "Once he possesses it, he can turn it to his profit either by altering it or forging an indorsement to it. If the check is carelessly drawn on inferior paper, he can easily change the serial number, date and payee's name and 'raise' the amount it calls for so skilfully as to defy detection. He leaves the signature alone. It is genuine and he asks nothing better.

"If the check is well protected and written on safe paper he does not attempt to alter it, which would be easily detected, but forges an indorsement.

Retail Leaders Optimistic on 1927

Herbert J. Tily, Vice President and General Manager, Strawbridge & Clothier, Philadelphia, and President, National Retail Dry Goods Association:

"I hesitate to undertake the role of prognosticator for the business outlook for 1927, simply because the *Retail Ledger*, with its charts and scientific predictions, which it has run during the last year, is in a much better position to discuss the subject.

"If the *Retail Ledger* can definitely establish that buying power is the infallible index of business and that the direction of this curve indicates what retail sales volume will be six months hence, then we have at last arrived at a logical and a scientific basis for computing future business. The only question in my mind is whether the buying power is properly charted at any time.

"It is almost hopeless to get a reasonable basis for plans for 1927 based on the ordinary type of symposium. Finding the facts is the dope. If it is a fact, as it seems to be, that the business curve approximates very closely buying power, then accurate knowledge of what buying is, at any one time, will plot your business curve.

"In this connection it is well to remember that the basis of national prosperity is not along the development of natural resources, but the building up of a better standard of living. The fact that people want more, and are willing to work to get more, starts the process of consumption, which in turn starts the wheels of production.

"Basing my analysis on the foregoing, it looks as though the retail sales volume curve would move downward during the first part of 1927, then level about midyear and have a tendency to sweep upward during the last half of the year."

Low Hahn, Managing Director, National Retail Dry Goods Association:

"In many quarters men of economic standing are shaking their heads gloomily over the outlook for the future.

"Business should not disregard any warnings. The up-to-date merchant carefully considers every opinion in making his plans for a new business period.

"For a long time we have enjoyed unrivaled prosperity; and yet cycles have a way of repeating themselves. Some day our prosperity will be replaced by other conditions. Our problem is to know when that will come.

"A careful analysis by our Research Bureau of Federal Reserve figures for October indicates that losses sustained last month were due to weather conditions, since all lines not affected by weather made substantial gains, while necessity goods and ready-to-wear fell behind.

"Obviously October did not mark the beginning of any period of depression. November has been good, and December has opened well.

"In my judgment 1927 will not be a year of depression, but increasing sales resistance will be encountered. In a word, there will be prosperity for all who are 'on the job,' and good times will not be served up on a silver tray."

Hamp Williams, Hamp Williams Hardware Co., Hot Springs, Ark.:

"I candidly believe we are nearer a solution of the retailer's problems than ever before in our history. Modern methods and the co-operation of manufacturers, wholesalers and retailers will go a long way toward the completion of the program.

"With an immense farm production, with mines, forests and manufacturers producing billions of dollars of wealth, the outlook for business in the coming year is very bright indeed."

Robert W. Pogue, The H. & S. Pogue Co., Cincinnati, O.:

"Retail development in 1927 should show very little deviation from the present trend of business.

"I do not see any reason at the present time for any phenomenal increase in the volume of retail business, nor, on the other hand, is there any indication of a material lessening of volume. The political situation and the short sessions of Congress will have little effect on the business situation.

"Increasing demand for style merchandise in all lines will naturally stimulate business, and those department stores giving the most attention to this demand for the coming year will show the greatest gain.

"In our own organization, our plan is to be somewhat conservative in our commitments for the near future."

C. Herzfeld, Vice President, Herzfeld-Philipson Co., Milwaukee, Wis.:

"I have seen quotations from political leaders throwing a doubt upon continued prosperity during the coming year, but I do not share their views.

"The country as a whole is prosperous and in a mood to buy. I see no reason for an abrupt or even a slow decline in demand.

"Progressive merchants are doing business on a sane and sound basis, and will continue to increase volume and profits. Cautious buying is always a requisite of sane and sound business."

Irving L. Wilson, President, Jacob Reed's Sons, Philadelphia, Pa.:

"So far as I can see, there seems to be no clouds on the 1927 business horizon.

"There is very little unemployment. Wages have not been reduced and are not likely to be materially, in spite of the fact that commodity prices are working lower.

"This means a continued high purchasing power, and while, perhaps, there is a tendency to spend too much for luxuries such as automobiles, radios, etc., the hopeful sign of the situation is the fact that savings deposits have shown a big increase in 1926.

"Taking all these factors into consideration, our firm is confidently looking forward to another year of prosperity in business during the year 1927."

John G. McConnell, Pomeroy's, Inc., Harrisburg, Pa.:

"Personally, I feel a bit better about 1927 than I did about 1926. Conditions look better for the railroads. Merchandise stocks are in better shape, which should bring a better showing in turnover, reduce the percentage of mark-downs and thus increase by a few points the percentage of profits.

"Step on the gas the first part of the year, but watch your brakes lest you skid in the latter part."

Ernest C. Hastings, The Caldwell Store, Inc., Washington, Pa.:

"It looks as though there will be staple business in 1927, but 1926 volume will be hard to maintain if the cotton situation forces price reductions.

"Profits for 1927 should be better as a result of downward adjustments in retail costs of operation now being made in nearly all stores.

"'Hand-to-mouth' buying will continue. Retail stocks must be reduced still further to liquidate bank loans.

"I predict that 1927 will be a normal year as compared with pre-war conditions."

Cowl Clarkson, President, James A. Hearn & Son, Inc., New York:

"It is rather a difficult task to venture an opinion as to the retail outlook for twelve months, but I feel safe in predicting continued good business for the next six months."

George V. Sheridan, Ohio Retail Merchants Council, Columbus, O.:

"Merchants in this section of the country anticipate that 1927 will be a good year, but not spectacularly so.

For three years retail business generally in this State has been on an even keel. The year now closing almost duplicates the preceding two years. They have been profitable and satisfactory to merchants who realize that the post-war 'honeymoon' is over.

"There is nothing in underlying conditions in this section to indicate that 1927 will not be equally good."

Elmer F. Wieboldt, W. A. Wieboldt & Co., Chicago:

"Retail conditions in 1927 are unusually difficult to predict, but I believe that the improved fall trade conditions should carry through the first half of 1927.

"Merchants should maintain that cautious attitude practiced in 1926 during the coming year, in view of the long period of generally prosperous conditions of the past."

Theodore Kaufmann, President, Kaufmann & Baer Co., Pittsburgh:

"The soundness of business conditions in 1926, with the many accomplishments of the year in production and distribution, has already disproved the predictions from some pessimistic sources.

"I do not expect 1927 to be a boom year in the sense that business volume will increase by leaps and bounds, but there should be a gradual, all-around improvement.

"In the primary markets there should be plenty of orders to keep factories on a normal schedule. Distribution

should keep pace because there is no indication of a slackening demand; on the contrary, consumers are regular in the market for all kinds of merchandise that fulfill immediate requirements.

"Savings banks deposits and this year's great Christmas club distribution of checks prove that people have plenty of money, but they are spending judiciously. It behooves the retailer, the manufacturer and the wholesaler to serve that demand in its proper proportion and be prepared to fill it."

Ralph C. Hudson, President, O'Neill & Co., Baltimore, Md.:

"Anyone attempting to forecast the exact trend of retail business for 1927 would have to be the seventh son of a prophet. But fundamental conditions seem to be reasonably sound.

"As to just how much business will increase or decrease, the question is one of how far the purchasing public has or has not been oversold on its 1927 income.

"Sustained and increased volume may be achieved in 1927, I believe, either by successful efforts along progressive good-will-building methods, or else by frantic bargain advertising without regard for future good will.

"We look forward with confidence to reasonably sustained business through the first half of 1927."

Bolton S. Armstrong, President, Mabley & Carey Co., Cincinnati, O.:

"The belief of many of us with the advent of 1926 has proved well-founded, business in merchandise of virtually all lines has been a pronounced success in 1926, and this year seems to be departing full of promise.

"Fortunately, the confidence of the business men of the country has crystallized into a sentiment that we have a good right to expect continued prosperity. It will be harder than ever before to shake that belief.

"We enter 1927 committed to better and enlarged business practice born of experience, and I feel assured that the year ahead of us will bring not only financial success but will also bring an ethical advancement in improved business relations everywhere throughout the land.

"The President's message speaks the truth as to conditions and inspires universal confidence."

Thomas Wriggins, President, B. F. Dewees, Philadelphia; President, Specialty Stores Association:

"During the last six months we have enjoyed the most encouraging volume of business in our history, and we are looking forward most optimistically to the first six months of 1927.

"We feel that the country is very prosperous, and that every one will share in the prosperity that is ahead for 1927."

Frederick H. Rike, The Rike-Kumler Co., Dayton, O.:

"The outlook for retail business in 1927 is, in my judgment, bright. The prospects should not be painted in too bright colors, but certainly not in such a way as to discourage merchants. It must be realized, however, that there are definite trends in retail business that will act as important factors in next year's operations. Regulation

price lines, balanced inventories and accurate interpretation of style trends may well express the difference between a loss and a gain in volume of sales, and black or red ink in the final figures of the 1927 operating statement."

Leonard B. Kieffer, President, Maison Blanche, New Orleans, La.:

"In Louisiana we look for normal business during 1927. The low price of agricultural products has materially reduced the net from crops, but the increased volume in part will offset this decline.

"This increased production provides to the immediate handlers an equivalent revenue. Thus the rank and file of the consuming public will not be affected so far as ultimate income is concerned.

"I expect a more conservative buying public, but no reduction in volume of business."

J. B. Walker, Pelletier Stores Co., Topeka, Kan.:

"Basic conditions in Kansas are excellent. Business prosperity in this section depends upon crops, and the wheat crop this year was the third largest in the history of Kansas, and sold at a good price. Wheat is now in prime condition, and in most sections indications are for sound, steady business during 1927."

Adolph Weyl, Lansburg & Bro., Washington, D. C.:

"We are looking forward to a satisfactory year, based on more efficient operations and the elimination of waste of materials and time, good wages for skilled work, increase in salaries of Federal employes by reclassification based on efficiency, little unemployment, and the impetus to the building trade when the Government starts its building program, plus the credit of 15 per cent recommended to apply to income taxes payable during 1927.

"The Comptroller of Currency reports growing prosperity in the District of Columbia, sixty-five banking associations showing at the end of the year total assets over \$351,000,000, an increase for the year of \$22,884,000."

Frederick W. Aldred, The Gladding Dry Goods Co., Providence, R. I.:

"Metropolitan Providence is looking for better business in 1927. The great revival of the old New England pioneer spirit, which began here, is spreading throughout New England. We are taking account of stock in New England's many assets and few liabilities, and are openly and aggressively building for the future.

"For instance, Providence now is developing a great regional, civic and traffic program, as well as a big industrial survey through the department of municipal and industrial research of the Massachusetts Institute of Technology.

"Watch the rejuvenation of New England!"

J. H. Tregoe, Executive Manager, National Association of Credit Men:

"My views of 1927 are 'constructively optimistic.'

"We should have a very good Christmas trade, as the people are in a spirit of buying. Credit conditions are very sound, but the freedom of instalment selling is taking many individuals into 1927 in debt, and this must be reckoned with in the prospect of volume in the coming year.

"Some basic industries are undergoing a little recession.

"My frank view for retail merchants is that they should buy cautiously, examine carefully the credit of their customers and not depend entirely upon the repossession value of merchandise sold on the deferred-payment plan.

"If they do this, watch their collections and work with persevering intelligence, the next year should be a very fair one for business unless unforeseen emergencies occur."

F. M. Maxfield, President, Scruggs, Vandervoot & Barney, St. Louis, Mo.:

"The retail outlook for 1927 is good. We expect moderate increases with the rewards for good merchandising as great as ever."

1926 Is 5 Per Cent Better Than 1925, Federal Reserve Says

It is now possible to make a reasonable accurate estimate of the volume of the year's business in 1926 in different branches of production and trade, says the Federal Reserve Bank, of New York, and the following table gives such figures with the last two months of the year, largely estimated. The figures show the percentage changes from the 1925 levels. An unweighted average of 111 such series indicates a total volume of production and trade in 1926 about 5 per cent higher than in 1925. This indicated gain for 1926 compares as follows with similar estimates of previous year-to-year changes:

1920 over 1919 +	6 per cent
1921 over 1920 —	14 per cent
1922 over 1921 +	16 per cent
1923 over 1922 +	12 per cent
1924 over 1923 —	2 per cent
1925 over 1924 +	6 per cent
1926 over 1925 +	5 per cent

Group averages, which are unweighted, are shown to indicate roughly the general tendencies. The production of minerals has been rather generally higher in 1926 than in 1925, but tendencies in manufacturing have been somewhat irregular, reflecting a relatively poor year for textiles and apparel, while other industries such as automobiles and railroad equipment have made substantial gains. After a poor start, crops improved steadily during the season, and in many cases yields showed large increases over last year, though total crop values are not correspondingly high. Building activity appears to have been close to the high level of a year ago.

The volume of new corporate financing has been substantially larger than last year, but stock sales on the New York Exchange have been only slightly above the large volume of 1925, and bond sales on the Exchange and trading in cotton and grain futures, have been smaller.

1927 Slower, But Not Bad, Says Col. Ayres

NINETEEN-TWENTY-SEVEN will be to 1926 what 1924 was to 1923. This is the prediction made by Colonel Leonard P. Ayres, vice president of the Cleveland Trust Co., Cleveland, O., and World-War statistician for the Government in a recent survey of 1927 prospects.

Business will be slower in 1927 than in 1926, he expects. Production should be smaller, profits probably will shrink temporarily, but not enough to cause a general reduction of dividends, he holds. For the rest, he expects to see no serious degree of unemployment, and no real bear market for stocks.

There is, he points out, a very good reason why the country is not today starting upon a period of serious depression.

"Sustained prosperity has usually been accompanied," he says, "by a long crescendo of business sentiment which has passed from hope, to confidence, to optimism, to enthusiasm, and finally to business recklessness. By contrast this has been a period of restrained and prudent prosperity."

The year of 1926 has been exceptionally prosperous, he points out. "The aggregate of the country's industrial profits will surely be considerably higher than in any previous year. Industrial production has been larger, the number of freight cars loaded has been greater, more steel has been made, and more automobiles manufactured and sold, than ever before. Even the value of new building construction may exceed that of any previous year. Employment has been general, and wages have been high. The total value of checks cashed or credited has reached new high records. The evidence as to the genuineness of the national prosperity is unmistakable. The question of paramount immediate interest is whether this prosperity promises to continue in 1927, or whether some decline in general business is more likely to develop.

"If this span of prosperity had resembled in its development the typical prosperous periods of earlier years there would be good reason to expect it to give way to a rapid decline beginning about now, but there are important respects in which these latest two years of good business times have differed from corresponding periods of the past. Sustained prosperity in this country has usually been accompanied by a prolonged crescendo of

business sentiment which has passed from hope, to confidence, to optimism, to enthusiasm, and finally to business recklessness. By contrast this has been a period of restrained and prudent prosperity.

"At the present time no unwholesome welter of sound conditions exists among the fundamentals of business. For once we have been prosperous without getting reckless. The major reason for this is probably to be found in the fact that the trend of wholesale commodity prices during most of the last two years has been a generally declining one, although another important cause is that there has been steadily available an ample supply of creditably administered through the Federal Reserve System.

"The present business cycle may be considered as having begun in the summer of 1924 when business was in a condition of general dullness or mild depression. The fundamental conditions favorable to the ushering in of a period of sustained prosperity were present. Industry was beginning to expand its output. There was no serious maladjustment between agricultural prices and other prices. Export trade was good. Credit was cheap and plentiful.

"As business picked up during the latter half of 1924 wholesale prices advanced vigorously and continued to do so into the early months of 1925. In that respect the beginning of this cycle resembled the early months of previous cycles. But in the spring of 1925 wholesale prices began

to go off, and this appears to have been merely our participation in a nearly world-wide decline of commodity prices. In this country the fall has continued ever since the early months of last year. Probably it has been the controlling factor in restraining commodity speculation and discouraging the building up of excess inventories.

"It has stimulated hand-to-mouth buying, for no one has wanted to have on his shelves or in his warehouse unnecessarily large stocks of goods that might shrink in value while in his possession. The marked efficiency of railroad transportation has greatly aided industry and business in these policies of small stocks, rapid turnovers and the close adjustment of production to current demands. Installment selling, which enables the manufacturer to collect in full for his goods as soon as they have been made, has been fostered by these same influences.

(Continued on page 93)

THE 1927 PROSPECT

THERE will be no panic in 1927, but 1927 will show noticeably slower business than 1926.

Nineteen-twenty-seven will be to 1926 what 1924 was to 1923.

There will be no real bear market in stocks.

Profits may contract, but there will be no general shrinkage of dividends.

There will be no serious unemployment situation.

The slow period will come to an end before the close of 1927, and business expansion will be resumed.

No real panic or depression, such as usually follows a period of sustained prosperity, is in sight, because a "restrained and prudent" attitude has marked this period instead of the usual enthusiasm and recklessness in which expansion intervals generally result.

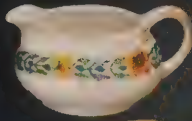
This is the forecast for 1927 business conditions as presented by Colonel Leonard P. Ayres, vice president of the Cleveland Trust Company, economist and World-War statistician for the United States Government.



12514 1/4



17544 1/4



17543 1/8



17515 1/8



17541 1/8



The W. S. GEORGE POTTERY Co.
CLEVELAND, OHIO



97539 1/8



97545 1/8



97540 1/8



97538 1/8



17537 1/4



The Oldest Man in the Trade

(Continued from page 77)

New York where he obtained a position with John Wana-maker, L. S. Hinman, now manager of Theodore Haviland's was then general buyer of china, glass and art goods for the store. Mr. Griffith's job here was to assist in sales in this department and in such a capacity he served for two years.

Just before the panic of 1907 Mr. Griffith left Wana-maker's to become manager of Mair & Berkle's large jewelry house in Atlanta, Ga. This store had a splendid art department and this "Gus" proceeded to build up for four years when the climate which did not agree with him, forced him to return to New York once more.

In the metropolis again, Mr. Griffith aided the late John Plummer to open his store on thirty-fifth street before going abroad for a while.

Mr. Griffith was connected with the Haviland China Co., until their recent removal to new quarters at twenty-fourth street and Broadway.

"When I started in the china and glassware business they made nothing but white and gold bands in dinner-ware patterns," declared Mr. Griffith. "Later the moss rose bud pattern came into effect. This was called to his attention for the first time by Mr. Love, salesman in those days for Haviland. Everybody in the trade knew Mr. Love, according to Mr. Griffith.

"That was the introduction of colored decorations which as gradually expanded to the present stage of beautiful decorations.

"There has been a big advance in decorations since I started in the game," said Mr. Griffith. "To my mind that is the biggest change I've noticed. It's all very wonderful. Today decorations are just about perfect. I don't see how they could be improved upon.

"In the early days decorated pottery came from England. The Chinese were the originators. They in turn taught the Dutch, the Dutch taught the English and the English sent the ware over here."

"What happy days those were when the pottery center was downtown and centered about Barclay street. There was a bar on Warren street known as Steward's where the men in the trade would assemble to talk business and imbibe in the cup that cheered."

"John Davidson was a great salesman of that period as was Robert Bolton of Theodore Haviland's. Herman Frost and Hendricks were great distributors of fine china, glass and art pieces in those days.—Yes indeed, those were the happy days."

And "Gus" Griffith gave the Editor's hand a squeeze that belied his 74 years and passed out of the office.

Wholesalers Plan Retail Conference

Detroit is going to be host to a great retail conference and exposition in the next few months. Tentative dates have been set for March 8, 9 and 10.

The conference proposes to be a veritable clinic. Such subjects as retail management, store arrangement, window display, cost of operating, credit, advertising, direct-mail, buying and financing policies will be discussed.

Goodwyn Crockery Co. Dates Back to Civil War

The Goodwyn Crockery Co., Memphis, Tenn., as it is now known, was begun in the early 90's. In fact it can be traced back to the time of the war between the states.

R. D. Goodwyn, who was traveling representative for the Porter & McRae Wholesale Grocery Company, together with two of his personal friends, C. W. Thompson, now vice-president of the Fidelity Bank and Trust Company, and John Marbury, of Ripley, Miss., who later went to Norfolk, Va., organizing a business of his own, were thrown together one night in the same hotel in the town of Ripley. The principal topic of conversation was the splendid opportunity in Memphis for a queensware house. That night the foundation of the Memphis Queensware company was laid, these gentlemen returning to Memphis and perfecting the organization.

When the organization was completed, they immediately purchased the business of W. and S. Jack, a wholesale and retail crockery and queensware house, who several years before had purchased the crockery business of Floyds. Floyds had in turn taken over the old Ehrich crockery business, which dated back to the Civil War period.

Mr. Goodwyn seemed to be just the man that this particular business needed for Memphis. It prospered right from the beginning, and in the years that followed, grew to be one of the important jobbing establishments of Memphis.

Mr. Goodwyn's health failed him, and in the year 1919 he was advised by his physician to get away from business cares for several months, and during that year he sold the Memphis Queensware Company. After three years of complete rest and recuperation, he again entered the queensware and crockery business, organizing the Goodwyn Crockery Company, which opened for business to the merchants in the Memphis territory Jan. 1, 1922. The slogan and watchword of Mr. Goodwyn was always that of absolute fair treatment to his customers. This is fully embodied in the slogan, "The House of Fair and Square Dealing," which is not merely a slogan of words, but a principle which has been instilled into every employee.

Mr. Goodwyn's dreams and ideals were not to be fully realized by him, for on Nov. 17, 1924, he was suddenly stricken ill, from which illness he never rallied.

The business has been continued with a more determined force than ever, each one pledging himself or herself, that although Mr. Goodwyn was not longer with them personally, they are going to see that his hopes and ambitions are realized, even sooner than he hoped for himself. Mrs. Goodwyn immediately assumed complete charge and control of the business. Under her leadership, it has been moving forward rapidly until on Aug. 1 of this year, the Goodwyn Crockery Company bought the stock, name and good will of the original Memphis Queensware Company, as organized by Mr. Goodwyn himself back in the hotel in Ripley, Miss., in 1896.

Responsibility for Returned Goods Rests Primarily Upon the Store



HE major portion of the responsibility for the vast amount of goods which are returned to stores after having been supposedly "purchased" by customers rests not upon the buying public, but upon the stores themselves, declares Miss Ruth L. Ford, director of accounting and control of the National Retail Dry Goods Association, in the Bulletin of the N. R. D. G. A.

"Undoubtedly the stores have a problem which they should solve before they endeavor to educate the public," states Miss Ford, in her consideration of one of the most important problems which confronts the retail world at the present time. "It is one thing to adopt the policy that 'The customer is always right,' but it is another thing to help make that customer always right.

"The return of merchandise purchased by the customer continues to add to the merchant's cost of doing business. While numerous investigations are being conducted in all parts of the country, most of which tend to educate the customer, the merchants themselves continue to puzzle over the very high ratio of returns and to help bring the ratio up by tactless methods of service competition or poor salesmanship.

"Last fall the domestic distribution division of the United States Department of Commerce started an investigation on returned goods in twenty-five cities, in an endeavor to find what merchandise was most frequently returned, the actual cost of the returned goods evil, the proportion of returns to net sales, the consumer's attitude toward returns, the actual value to the store of the return goods policy, and the time limits set for returns. This study has not been completed, but should provide some very definite information on the subject.

"The Retail Merchants' Association of Detroit, Michigan, is formulating a plan for a campaign to eliminate the high percentage of returned goods, to adopt a standard practice for time limits on returns and standard regulations on classes of merchandise which can be returned.

"In Los Angeles, Calif., a study is being conducted on merchandise returns by Mrs. Frank J. Spring, chairman of the home economics division of the Los Angeles District Federation of Women's Clubs, who takes the matter up from the customer's point of view, and Prof. Nagley, of the University of Southern California, who is studying the statistical problems involved. Answers received to a questionnaire sent out by Prof. Nagley indicate that consumers would like a uniform practice among all stores on the return goods problem, as in this manner they believe both charge and cash customers would be treated alike. The answers further indicated that consumers are opposed to the store policy of urging people to buy merchandise which is not exactly what they desire, on the strength of the familiar suggestion that the 'goods can be returned.' Many of the answers to the questionnaire indicated that

consumers would favor a policy of charging a small percentage on value for the return goods privilege, and especially where customers abuse the privilege. Prof. Nagley states that he does not believe it will be difficult to educate the public once the stores understand and agree upon definite policy.

"Any study of the return goods evil should start with the individual stores, before any endeavor is made to educate the customer on the cost of returning merchandise. Many clerks in department stores are paid on a commission basis. While this makes for selling competition which may be considered wholesome, it often results in forced sales upon customers who are undecided or timid. Goods thus only temporarily sold are sure to be returned. The sales clerks themselves have one thought in mind to make money, when their chief thought should be to please the customer.

"I have seen indignant clerks publicly show discourtesy to customers who refused a garment after taking the time for a fitting. I recall an incident only this spring where a clerk in a 5th avenue establishment deliberately slammed the door of a fitting room in the customer's face because she refused to take a garment which did not please her after trying it on. This customer would have been justified in having the garment sent home and later asking the store to call for it, rather than suffer the affront which her action brought upon her.

"I often have seen clerks speak disparagingly to other customers concerning people who took up their time and made no purchases. There is always an easy way for a timid or sensitive customer to escape such insults, and that is to buy and later to return the merchandise.

"Certainly the merchant wants to sell merchandise, to make good customers, to utilize the clerk's time to the best advantage, but it is not the clerk's place to make the decision as to what is right and wrong, and certainly not her business to voice that decision.

"There will always be customers who abuse the return goods privilege, customers who do not understand merchandising from the store's point of view, or who are selfish and thoughtless by nature. First, let us take care of the customer who is really out to purchase but may not be exactly satisfied with what you show her.

"It is her privilege to refuse to purchase and still be asked politely to call again. It is this customer who will call again.

"There is another internal condition adding to the high ratio of returned merchandise. This is the ill-sized or mis-sized cheap garments which are being sold today in such great quantities. An analysis of the garment department will quickly show where the returns are the highest. While this difficulty is the fault of the wholesaler, the retailer is certainly responsible, so far as the customer is concerned, for selling poorly seamed garments, improper

lizes or sizes without any uniformity in neck, shoulders, busts, waist lines or lengths.

"The Boston retailers are making an effort to curtail the cost of returns and of garment alterations by having all garments sized and inspected upon receipt of the merchandise from the vendor. Customers are often the victims of garments bought according to their size measurement, only to find upon close inspection—which is usually at home—that the garment is ill-fitting and must be returned.

"Stores should standardize on a policy for returns, both as regards to merchandise, time limit and system within the store.

"An endeavor was made by the Controllers' Congress to secure proper comparable statistical information when collecting the 1925 merchandise reports. The following questions were asked relative to system of handling return goods, replies to which clearly indicate that there is no standard policy.

"Question 1. Do you include in your return-goods figures merchandise never accepted on a lay-away sale?

"Approximately 83½ per cent of the stores answered, 'Yes,' while 16½ per cent answered 'No.'

"Question 2. Do you include in your returns merchandise never accepted when sent out on a C. O. D. sale?

"Of the stores reporting, 88 per cent answered 'Yes' and 12 per cent answered 'No.' There was a tendency among the larger stores to call sales C. O. D. only after the cash had been collected, thereby eliminating the high ratio of returns due to C. O. D. sales.

"The next four questions dealt with the proper handling of merchandise returned for an exchange. In case the customer returned merchandise for an even exchange, 53½ per cent of the stores reporting stated that they made an even exchange or a 'No sale' check for such transactions. This would seem to be the most rapid method of handling even exchanges. Of the balance percentage, 23¼ per cent made an 'even-exchange check' for cash transactions, but made a complete credit and new charge for all charge transactions.

"Question 7. Do you include in your returns merchandise sent out and returned from approval?

"Of the stores reporting, 55 per cent answered that they did. The balance of the 45 per cent followed different procedures, some stating that they sent no approvals at all, others that they held such merchandise as carpets, rugs and furniture on a memo approval, while others sent approvals only in case the customer had a charge account and charged the merchandise directly to her account as a sale.

"Analysis of the percentages of returns in the stores with various sales volume, as indicated by the schedule presented, which represents 196 stores, is especially interesting.

"In stores with a sales volume of less than \$1,000,000 (about seventy stores with this volume reported) the problem of return goods is not disturbing, and could almost be considered normal. But, as the sales volume increases, the returns increase in ratio. This would seem

to bear out the idea that the store itself can do much toward reducing returns. Clerks in the smaller stores know their customers, their personal needs, their family needs, their sizes, their peculiarities in purchasing. They give them what they want in the way they want it, and a sale once made by an intelligent salesclerk stays sold.

"Also the smaller stores do not use the commission form of payment to salesclerks as much as the larger stores. This might be another reason for the low ratio of returned merchandise, as there is no forcing of sales upon the undecided customer.

"It is difficult to measure the total cost of returning merchandise. If the store is based on a sales plan of 100 per cent, and 10 per cent of the merchandise is being returned, the salesclerk capacity is 90 per cent efficient; the merchandise sent out is being shop-worn and depreciating in value; the auditing and accounts-receivable staff is absorbing practically 20 per cent extra work due to the recording of the original checks, and later the credit; the delivery department is operating at a larger cost, because in most instances, merchandise returned demands two deliveries; and about 80 per cent of the work of the adjustment bureau is given over to handling customers' returns.

"What the store needs is more intelligent selling, close inspection of stocks and a standard policy governing returned merchandise. We should not attempt to educate the customer until we have solved our own problem."

How Long Does a Wholesale or Jobbing Business Live?

Do you sell to Wholesalers or Jobbers? If so, do you know how long your customers will "live"? Below are "experience tables" compiled by the Bureau of Business Standards of the Shaw publications. They represent a study of thousands of cases.

Bakery Goods	6.6 years
Boots and Shoes	10.0 "
Butter and Eggs	5.3 "
Cigars and Tobacco	6.5 "
Clothing	6.6 "
Confectionery	9.2 "
Dry Goods	7.6 "
Flour and Feed	7.6 "
Fruits	6.2 "
Groceries	10.9 "
Hardware	8.5 "
Lumber	7.4 "
Meats	6.5 "
Paints, Oils and Glass	6.1 "
Paper	8.5 "
Produce	9.5 "

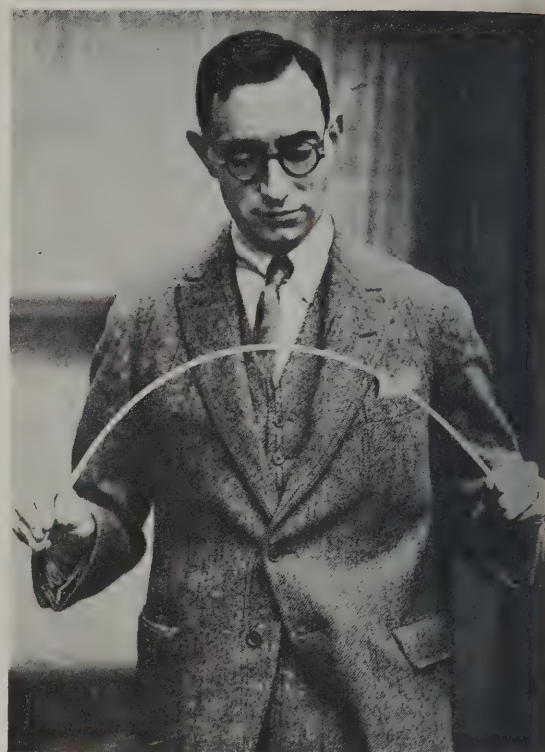
General average for Wholesale Concerns 7.5 "

The average life of all your possible wholesale customers is only seven and one-half years. The figures shown above for the Dry Goods Wholesalers would very likely apply to the pottery, glass and lamp industry, although no specific data is available for these particular trades.

IS UNBREAKABLE GLASS A REALITY ?

(from a Technical Correspondent)

To the right is shown a photograph of J. C. Vredenburg of London bending a quarter inch rod of newly composed organic glass, the invention of Dr. Pollak, an Austrian scientist.



IT has been announced in the German Press that this year two Austrian technicians have invented a flexible, unbreakable glass. Until further details are available of the experiments upon which this invention is based, this must be received with some reserve.

American manufacturers are, of course, well aware that many long experiments have been undertaken, with the object of producing a glass not merely perfectly hard, capable of resistance to mechanical pressure of every kind and at the same time elastic and ductile, but they have also tried at the same time to produce the glass with brilliance and purity of color, a quality obtained in the process of heating in the pot.

The writer's inquiries point to the fact that the new "unbreakable" glass differs but little from that which was acclaimed four years since in "Sprechsaal," and of which we have heard but little since. At the same time the writer, when in Germany two years ago, learned that the Bohemian firm claiming the invention had been continuing their experiments, but had not come to the opinion that it was a commercial proposition. For both glasses it is claimed that they are not merely unbreakable, but can be used for cooking, as well as being capable of being bent about, as is the case with certain metals. In respect of tumblers it is claimed that they have been thrown heavily on the floor and have been picked up undamaged; also that they can be placed on a red hot stove and remain intact.

It is of interest to recall that a little more than fifty years since there was a French firm who invented a toughened glass, which by some investigators was claimed could be hammered on an anvil. It had, however, the fault of tending to fly into powder after the application of a sudden shock. Similarly, toughened glass tumblers have been

produced from time to time, which could be thrown about at one time and remain undamaged. But the next time the experiment was tried the tumblers broke into pieces when they reached the floor! As makers are aware, such so-called unbreakable glasses can be produced by the process of rapid cooling, or quenching; which tends to increase greatly their hardening properties. These glasses have great resistance properties to tension and compression. But their weakness is that, because of internal stress common to such toughened glasses, they fly to pieces when the surface is scratched. Every effort has been employed, the writer believes, to relieve the easier liability to brittleness resultant from tempering by cooling by blasting steam, to placing in hot oil or grease, and at the same time maintain the increased toughness. But little real success has been known.

F. B. A. R. de la Bastie has stated that glassware heated to redness, then suddenly immersed in oil at 300°, and allowed to cool very slowly, would result in a toughened or so-called unbreakable glass, capable of withstanding sudden changes of temperature, the effects of dropping for some time, and remaining whole when cracked. Still when the breakage in such glass does occur, it flies into small fragments.

It is quite possible that the new glass is akin to the various productions here of cooking-glasses. As readers know, the "Fry" oven glass, having a high silica content, capable of resisting heat to a high degree, and is of a markedly toughened substance. Then there are English makes of flint glass containing a high percentage of lead, able to withstand great changes of temperature, and resistant to "knocking about." But their price is proportionately higher than the more brittle and less heat-resistant glass.

The real problem, as indicated at the outset of this note

Edmondson Warrin, Inc.

Decorators of China and Glass

43-45 West 13th St.

New York



WE have a number of new items and decorations for 1927 in sterling silver encrustations, rock crystal cuttings, china service plates, and glass salad plates.

A cordial invitation is extended to the trade to visit our show-rooms and our exhibit at Pittsburgh, January 10 to January 27.

IN PITTSBURGH
Room 666
HOTEL WM. PENN
MR. FREDERICK D. FARRELL
In Charge

Founded
1860

Telephone
Watkins 4376



Olivia Shape Decoration 117

Our entire output from two potteries devoted exclusively
to ivory dinner and tea ware.

The Steubenville Pottery Co.
H. D. WINTRINGER, *Pres.*
STEUBENVILLE, OHIO

GEORGE TURNER
17 N. Wabash Ave.
Chicago, Ill.
ROBERT W. COREY
Young's Hotel
Boston, Mass.
W. R. NEAL
5 Hopkins Place
Baltimore, Md.

Agents
ABE H. HAYS
200 Fifth Avenue
New York City

H. J. BLAKENEY & SON
Dallas, Texas
W. C. REEL
Bridge Bldg.
Kansas City, Mo.
W. J. LYNCH
20 Bowles Place
Oakland, Calif.

Unbreakable Glass

(Continued from page 90)

is to obtain a glass which is at once unbreakable and brilliant; and at the same time is a commercial proposition. Without a doubt, the production of such a glass on economic lines would revolutionize the glass industry, and would be welcomed both by the trade and the store buyer.

Mr. H. G. Wells in his scientific novel, "When the Sleeper Wakes," published thirty years ago, told the story of a man who wakes up in London in the 22nd century, and discovers he is lying on a bed of flexible glass, in a kind of museum case made of the same material. It may be that the new glass will fulfill his prophecy. But, it is to be feared, that the time is not yet; but it will much earlier than the year 2101 A. D., when flexible glass will be in general use!

1927 Slow But Not Bad

(Continued from page 84)

Easy and ample credit has greatly assisted, and these business practices have in turn helped to keep the credit supply liquid.

"Unless these auspicious circumstances this country has enjoyed during the last two years a period of prudent prosperity. Industry is still producing goods in exceptionally great volume, and the railroads continue to carry more freight from producers to consumers than ever before. The volume of bank transactions indicates that these goods are being paid for promptly, and the financial statements of industrial firms show that no overhanging inventories are being built up.

"The development of the next few months will probably determine how far general business will slow down in 1927. The fundamentals are still exceptionally sound, and no such composite of bad conditions exists as was typical of the latter months of earlier periods of sustained prosperity. There is no need now for any depression to enable business to recover from excesses committed during the time of prosperity. The one real danger is that business men may now indulge in unwise attempts to stimulate business back to the pitch of activity that it reached last spring."

Montgomery Ward November Sales Up

November sales of Montgomery Ward & Co., mail-order house, were \$19,877,811, as compared with \$18,794,362 for the corresponding month in 1925, an increase of 5.76 per cent.

This figure represents the largest November sales in the history of the company. However, it is \$276,815 below the mark made in October. A year ago the November volume was \$3,170,520 lower than October.

Sales for the first eleven months were \$176,159,134, as compared with \$161,823,970 for the corresponding period in 1925, or a gain of 9.21 per cent. December sales are expected to show an increase over last year.

May May Top \$100,000,000

The May Department Stores, which include the May Stores in Los Angeles, Cleveland and Denver, the O'Neill Store in Akron, O., and the Famous & Barr Company in this city, expect to show a total volume for 1926 "in excess of \$100,000,000."

Last year the company registered total business of about \$97,000,000, and in 1924 about \$89,000,000.

Profits, it is declared, will be good, possibly in excess of \$7,250,000, which is to say about 7¼ per cent on the year's turnover, and in the neighborhood of \$14 a share on some 520,000 shares of common stock.

The company recently paid a stock dividend of 100 per cent, and the new dividend basis of \$4 a share is therefore equivalent to \$8 in relation to the old dividend basis of \$5. The common stock now is \$50 par, as against a valuation of \$12.30 a share last year.

Macy 1926 Volume May Jump \$10,000,000

R. H. Macy & Co., New York, which does the largest cash department store business in the world, and probably the largest single department store business in the world, with the possible exception of Marshall Field & Co., of Chicago, is expected to show an increase of nearly \$10,000,000 in volume this year.

From the sales record of the first eleven months of 1926 it is estimated that by the time December business is all entered in the books the sales account will show a balance of about \$75,000,000 for the year.

The Macy interests are part owners in two other department stores outside of New York City, but the figures of these are not included in the foregoing estimate.

Resident Buyers Form Bureau

At its final monthly meeting of the year the Commission Resident Buyers Association of America, Inc., recently voted to organize a bureau of information, the function of which will be to handle and adjust all complaints that may be registered by manufacturers.

Harry Frauenthal acted as chairman of the meeting in the absence of President Giles. Officers and directors will be elected for 1927 at a meeting to be held on January 3.

The following nominations were made at the recent meeting: President, Max Lipshitz, of Max Lipshitz & Sons; first vice president, Harry Frauenthal, of Harris & Frauenthal; second vice-president, D. M. Samlanson, I. Cohen and J. M. Peck; third vice-president, D. M. Samlanson and I. Cohen; secretary, Sam Margulies; treasurer, M. Dreyspool, of Dreyspool & Bergman.

Board of Directors: M. M. Giles, president of the association for 1926; S. M. Adler, Phil Mahler, George W. Cohen, J. Anstendig, A. Herzog, M. Batavia, J. Thomas Arnold, Sr., D. M. Samlanson, J. M. Peck, Sam Seiff, S. M. Waterstone, Ben Tietelbaum, Florman, Sam Feldman and N. J. Elias Simon, Ben. Frankford, A. M. Levine



Fine Designs from a Fine Factory

Illustrated are a half dozen entirely different dinnerware patterns which we are featuring from the well-known English pottery of

Myott Son & Co.

These are shown on the Myott beautiful ivory body and are obtainable on the new "Trafalgar" Shape. We have many other lovely things to show, some of which may not be controlled as yet for your territory.

JUSTIN THARAUD, Inc.

24 West 23rd Street, New York

Justin Tharaud, Inc.

24 West 23rd Street

New York

Importers

China

Earthenware

*Five Lines
And All Winners*

An Array
of Interesting
Productions From All
of Our Factories for 1927

Porzellanfabrik Tettau

*(Royal Bayreuth)
Dinnerware—Short Lines*

More popular with the American
trade than ever. Do not fail to see
the additions to the line for 1927.

L'Union Ceramique

China Dinnerware—Fancy Lines

French China of the better kind.
Despite labor difficulties they are
offering many lovely new creations.

Myott Son & Co.

Earthenware Dinnerware

A fine rich creamy body, care in de-
tail of manufacture, charming shapes
and decorations are features that
make the trade look forward to the
new 1927 line from this well known
English factory.

*Lines on Show
Rooms 462-464
Wm. Penn Hotel
January 10 to 27*

Faiencerries de Longchamps

Teaware—Dinnerware

French Faience ware in reproduc-
tions of old designs executed under
the glaze.

Porzellanfabrik Schonwald

Hotelware

Combines durability and attractive-
ness in underglaze and overglaze
decorations.

*Sole Representative
for the
United States
and Canada*



The main entrance aisle of the chinaware department at the Olds, Wortman & King store in Portland, Ore., is used for display of tables of ornamental pottery, with each kind and color on a separate table.

Our Success in Selling China Is Due to the Fact That We Display It Adequately

Olds, Wortman & King, in Portland, Ore., Keep Every Piece of China Continually in View and Large Sales Are the Rule Not the Exception—Large Assortments Make Wide Appeals

(Reprinted by permission, Philadelphia Retail Ledger)

BECAUSE the Olds, Wortman & King store, Portland link of the B. F. Schlesinger Pacific Coast chain of department stores, operates their chinaware department on the theory that "if you would sell fine china, show it," women of culture and means travel from four States to select their table china there.

"Do you know," remarked the bride of an Eastern millionaire, just established in Portland, "I had no idea a city of this size could offer such remarkable selections of fine china? I fully expected to have to go away for the complete china service that I require to open up my first social season here."

This woman, upon the advice of a resident society woman, had sought Olds, Wortman & King's as the logical place for securing a complete china service for a palatial new home being established. Her means were almost unlimited and her tastes the most cultured.

As she stepped off the elevator at the third floor into a

fifty-foot lobby across which two groups of elevators faced each other, she found herself viewing an exquisite authentic, formal dinner table set-up, one containing a complete service of finest china on an imported, hand-worked, real lace-edged tablecloth, graced with perfect silver appointments, finest glassware and a rich, ornamental centerpiece. Smaller surrounding tables contained interesting showings of novelty pieces, while shelvings concealing part of the elevator framework showed fine examples of real silver and etched crystalware.

Convinced that this was the place to secure her table appointments, this patron was totally unprepared for the selections that she found when she reached the department itself, where, in a space totaling 8000 square feet, every available inch is crowded with wares—not on confusing shelvings, but on tables—all dinneware on immaculate white damask cloths, each separate set on a table for itself and in many different kinds and patterns.

Not too soon, but after she'd time to "look around"

a bit, she was approached by a department expert, who, with the experience of a genuine connoisseur, made it understood that at this store and table conventionalities as well as the original history and usage of every commercial china were a part of the salesperson's training.

And when—some hours later—her conference had finished, her total purchases in this single department had amounted to exactly \$6,250, containing the following items:

Formal dinner service, 325 pieces.....	\$1750
18 additional service plates at \$700 per dozen....	1050
Second dinner set for semiformal use, 225 pieces..	500
12 additional service plates.....	500
Third dinner set for family use, 100 pieces.....	200
Table glassware, stemware, salad plates, etc.....	500
Breakfast set	250
Additional service for afternoon teas, coffee service, etc.	500
Additional novelty service, including odd sets, Irish Beleek, Royal Dresden, Majolica, etc.....	1000
	<hr/> \$6250

And when one considers that while this fortunate bride was making her purchases, almost elbow to elbow with her, the happy little bride of a poor workingman selected her complete table service for the modest sum of \$2.95, thereby securing an attractive factory made-up thirty-two-piece set, one can readily see that in this department store true democracy of merchandising standards is to be found!

Large assortments, with ready appeal to the richest and the poorest, comprise the stocks of the Olds, Wortman & King chinaware department, where seventy different complete open-stock patterns, in addition to dozens of factory made-up sets are shown. Open-stock dinner sets, ranging in price from \$2.95 to \$2000, are kept modern in every respect, the old standard patterns in use many years ago being stocked permanently, while newer designs are put out in numbers of perhaps ten or a dozen each year.

"Women of culture and means," declares the management, "buy new dinner service perhaps as often as new jewelry. They learn to make a hobby of fine table service, and when a new pattern in Lennox, Minton, Haviland or other fine wares is shown, they immediately want to add it to their collections. Thus a woman purchasing a set for several or even one or two thousand dollars has by no means satisfied her chinaware need permanently. We are just as apt as not to sell her additional sets perhaps once a year or once in two or three years. Leading society matrons delight in opening their formal winter season with the newest and most beautiful of china, and as the beauty of design increases yearly their needs are frequent. As to novelty service, women who entertain select new things perhaps several times a season, often buying an entire new luncheon service to work in with some novel or unusual scheme of decoration. A society woman's china closets are like her linen closets, always ready for more!"

Entering the chinaware department at this store, the

visitor finds herself first walking through aisles of ornamental pottery, located at the extreme left of the department, and is lured from one table to another. Pottery of a kind is grouped on a table for itself, giving an interesting mass effect, and the tables are covered with tapestry, brocade, velour, Chinese embroidery or India prints, cloths, drapes or mats, all of which included in the stocks for sale in this department, the power of suggestion when the drapes are shown in actual use being strong.

A table of decorative Majolica pieces may be covered with a brilliant-hued length of imported brocade, while the dull black Gouda ware with its queer, bold designs in subdued colors may rest on a throw of thick contrasting velour. Chinese embroidered throws, mats and India print table cloths are used, not only for display in the department, but as samples of stock actually sold here—stocks that melt away in a most satisfactory manner because they catch women's inadvertant attention.

COLOR APPEAL IS STRONG

Almost every pottery-making country in the world is represented in the Olds, Wortman & King stocks, the separate tables showing groupings of wares in separate masses, bearing labels telling that they are from Holland, France, Morocco, India, Czecho-Slovakia, Austria, Italy, Japan, China, England or America. The striking effect of these wares in distinct groups is of keen sales value, the rich color impression of a colorful draped round table of blood red Aultcliff ware, placed next to one of solid black Crown Ducal lined with Royal blue being productive of high turnover.

Adjoining the pottery tables is a section used exclusively for the showing of Italian marble and alabaster pieces, stocked in large assortments that include articles ranging from ornamental lamps of all descriptions to tiny vases, favors and boudoir pieces. Here, too, are large stocks of well selected stand lamps, always in good taste, whether high or low priced. This section also contains assortments of brasses from Italy, England, India and China.

At the end of the avenue of ornament-laden round, square and oblong tables is the glassware section, with more table displays of colored glassware, always in separate color groupings, boudoir pieces, smokers' pieces, water sets, vases, etc.

Olds, Wortman & King has enjoyed a large extra volume of business this year because it promoted the colored glass luncheon set business. "As colored glass replaces nothing else," explains the management, "the sales from these stocks meant just that much added volume, which has been almost unbelievably large since January.

THE CRYSTAL ROOM

At the extreme end of the entrance avenue is the crystal room, with dimension of 25 by 30 feet, where not only the walls on the three sides are of solid plate mirror, but all the shelvings as well. Here are assortments of open stocks of clear cut or etched crystal, brilliantly flashing cut glass and fine, delicate-hued ware, in glasses, goblets, sherberts and table service of all descriptions.

The greater portion of this department is devoted to

dinnerware displays, each pattern on a table, and, as there are seventy open-stock patterns in all, the displays nearest the department entrance are of the latest "jazzy" earthenware.

"The great vogue of the present day for earthenware justifies huge stocks and assortments," says the management; "and even though a woman may be seeking a simple gold banded dinner set, the sight of a queer, hand-decorated and molded Quimper set interests her; and when, a few tables distant, she sees a table of dinner sets in the oddly fashioned and gay-hued Majolica, she is readily convinced that at this store everything worth while is to be found. Peasant ware is interspersed with tables of cheap and medium-priced made-up dinner sets starting from the modest price of \$2.95 for thirty-two pieces and, occupying perhaps 25 per cent of the entire crockery department, the real china dinner section.

In accordance with the firm's newly established policy of "no shelvings," nearly all dinnerware is shown on the impressive damask-covered tables, with the exception of some of the bright-colored novelty ware, which is placed on a low shelving built against the two-windowed outer walls bounding the extreme right of the crockery department. Practically every high, medium and popular-priced line of real worth is to be found here, culminating in the valuable Lennox and Minton wares and extra service plates, selling in dozen lots only for as high as \$700 the dozen.

A definite "close-out" policy at this store on open-stock dinnerware begins with an advertised 20 per cent reduction while stocks are still complete, a 50 per cent reduction when the lines are slightly broken, and a sacrifice sale when stocks have been reduced to odds and ends. Eastern and European buyers are always in the market for authentic wares, the Portland buyer making his Eastern trip but once a year, or every two years, while the European buyer comes West to Portland to study stock conditions just before making his trip abroad. As soon as he sends word of new open stocks of dinnerware being purchased, even though the stocks on hand are complete at the time, the "discontinue" reductions, beginning with 20 per cent

off, are at once put into effect, as from three to six months pass before the new stocks reach Portland.

Even in their "damage" sales, which are held twice each year, once in January and again in the summer, the Olds, Wortman & King store appeals always to women of culture and refinement. Working on the theory that revenue from damaged goods is pure profit, because allowance has already been made in computing overhead costs, this firm absolutely ignores the original cost of damaged articles.

"We believe the damage sales to be a big advertising event," says the management, "as they give women with taste and limited means opportunity to satisfy their desires for fine ornamental pieces and later, as their means increase, they never fail to come back for more at the original fresh stock prices."

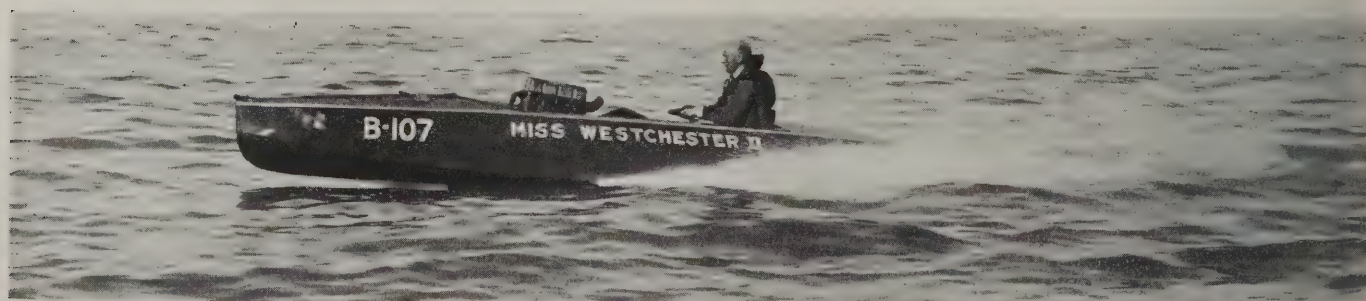
Badly damaged pieces, such as cups without handles, handleless butter dishes, sugar bowls, etc., are broken up and thrown away. "We would rather do this than offer the sensibilities of women who know with such offerings," is the explanation.

When Olds, Wortman & King advertise damaged china on sale without regard to original prices, they mean what they say. They do not mean that a chipped vase originally priced for \$50 or \$10 will be sold for "half-price," but that it will be marked at 50 cents or perhaps \$1.

"In the average basement crockery department," explains the management, "such drastic reductions are not necessary, as people with less discrimination will not be able to appreciate the fine values they are receiving. But women who come here, being good judges, even though of moderate means, would quickly resent any slur to the intelligence which a mere 'half-price' sale for damaged crockery surely would mean."

On the same floor with the china and glassware at the store and located at the north end of the third floor in a parallel line is the silverware department, the houseware section and the range and paint departments, while the opposite half of the third floor contains the drapery and art needlework departments, throwing on one floor all the smaller articles that go into the beautifying of the home.

A Speed King!



Edward W. Hammond, well-known manufacturers' agent, piloting Miss Westchester 2nd to victory in one of her recent starts. Miss Westchester 2nd is the present Atlantic Coast champion and is one of the fastest boats of its type in the world.



The Special Table As a Winner

If there is any one thing which the average woman delights in, it is a table of odd pieces of household wares or equipment. She simply dotes on an opportunity to walk around such a table, or counter, and to examine this, that or the other. Before she leaves the store, she is sure to pick up and to purchase a few of the things she wants, and frequently she will see supplies for which she will return from time to time.

In fact, a display of this character is of great pulling power, as when she has a few minutes to spare, she will drop in to discover if there is something which will just fill a need in her own home, whether it is large or small.

The special table, either of differently priced goods or of goods of the same price, is always a business winner.



The Glory That is China

NOT long since, a prominent club woman was heard to remark, that she simply adored china, and she wasn't at all sure but what she could say her prayers to it.

While this expression may have been a bit extreme, it really typifies the mental attitude of the normal woman toward choice china.

If we go back into the aboriginal history of ancient peoples, we will find that their civilization has almost invariably been shown in large measure by the development of their bead making, their pottery, urns and vases and bowls and jars and dishes, and the china or porcelains which they have evolved.

We can compare the somewhat crude products of savage tribes with the wonderfully choice bits of Aztec ware, and the Cloisonne and Peachblow vases of our Chinese friends.

"The glory that is china" is more than a mere empty term. It really designates the degree of civilization of a race, and embodies its ideals and history in a way that is perfectly fascinating.

At the present time, there is a keenly awakening consciousness as to the beauty and merit of the chinaware of our own and other nations, and there is a great opportunity for educational effort on the part of dealers everywhere.

One of the great openings for this sort of thing, is the individual or odd piece of china. At the holiday time especially, beautiful and individual offers are displayed for special gift purposes, and in many instances, these wares are imported. Some of them are worthy and some of them merely showy.

The writer made a careful canvass of many such pieces

during the last holiday season, and a number were found to be attractive but soft in structure, easily chipped, and impractical for real usage.

The wise dealer will make selections which will give satisfaction both to the buyer and to the user, and at the same time will choose artistic offerings. There is a real opportunity here for the development of a true American pottery so characteristic and meritorious that it will be a matter of pride for every American housewife to possess some of the choicest samples of our national ideals as shown in our chinaware.

For example, the wife of every President, chooses her own dishes for the White House, and most of these are monogrammed. Relatively few people ever have the opportunity of visiting the White House, and viewing these wonderful sets of china which are on display for the public to see.

But there is no reason why a fad should not be started that housewives collect one or more samples of dishes which are accurate reproductions of each White House regime. Think of the pride with which the housewife would display to her friends, her collection of White House china, and the historical significance of each. In this presidential chinaware and in the native pottery, we have ample material for true American types, both native and colonial.

And all this leads us to the inevitable conclusion, that each dealer can and should buy and sell with the idea of building up a specialty line of some kind which will bring people to him regularly, and will establish a prestige akin to that of the dealer in diamonds, the collector of antiques, or the specialists in any other field.

A word to the wise is sufficient!

Are Your Designs Ever Pirated?

How the American Fair Trade Association Checks Unfair Competition Methods Using Legal Means Only as a Last Resort

By EDMOND A. WHITTIER

Secretary-Treasurer, American Fair Trade Association

PIRACY on the high seas is a thing of the past but piracy in business is a flourishing occupation. The best efforts of lawmakers and courts have been unable to circumvent altogether the ingenuity of those who appropriate the ideas of others. Imitation is a relative term. The courts are constantly striving to determine whether imitators of manufactures goods have gone so far as to appropriate designs and methods of packing and methods of merchandising originated by competitors and to what extent the business of these originators is injured by such misappropriation.

The two obvious methods by which the originator of a new product may protect himself are patents and copyrights. The procedure in the case of patent or copyright infringement is definite and the courts have a multitude of precedents which help them in deciding litigation of this kind. But the style pirate, the manufacturer who steals another man's idea and adapts it to his own product, is a much more elusive offender. Under the law against unfair competition it is sometimes possible to bring these imitators to book and even recover damages, as in the famous Rushmore Lamp case. However, the imitator operates along such devious lines that it is often very difficult to prove unfair competition and secure injunction and damages.

For several years a bill has been pending in the national congress seeking to permit the registration of designs with a view to giving the originator just this kind of protection. For several reasons, which need not be discussed here, this effort has been unsuccessful.

The situation, however, is not quite as bad as it may seem because there are other methods of checking design piracy besides legal ones. For several years the American Fair Trade Association has been getting good results in stopping this abuse through friendly remonstrance and arbitration. Where this method has failed the courts have been resorted to, but in an overwhelming majority of cases we have found that manufacturers accused by competitors of such unfair competition are willing to listen to reason, especially when the reasoning comes from an organization which represents no one particular industry but is actuated

only by a general desire for fair business methods.

During its past fiscal year the American Fair Trade Association has about 500 cases involving unfair business practices. Of these, 85 per cent were brought to satisfactory conclusions entirely through correspondence and arbitration without resort to the courts. These cases have been most numerous in the following industries: dress goods, carpets, furniture, cigars, jewelry, and automobile lubricating oil. In cooperation with the Association of

Wilton and Brussels Rug Manufacturers, the American Fair Trade Association has brought about a much needed reform in the carpet trade. The consumer, long confused by spurious trade names such as "Wiltan", "Wiltone", "Wiltina" and "Wilton Velvet" now has an exact definition of what constitutes genuine Wilton fabric and when he buys a rug or carpet named "Wilton", he has no excuse for not knowing exactly what he ought to get.

A letter before me as I write relates to a type of design imitation which prevails in many different manufacturing industries. The maker of a well-known brand of fountain pen discovers that a competitor, manufacturing a much

cheaper product, has imitated his original pattern so closely that without reading the trade-marked name stamped on the barrel of the pen it is almost impossible to tell the difference, so far as appearance goes, between the two products. The inference is that the second manufacturer has deliberately imitated his competitor's design. The imitation in fact is so striking that it seems hardly possible that it should be spontaneous or inadvertent. Nevertheless, there is always a chance that such similarities in design come about without malicious or dishonest intention. The records of the American Fair Trade Association, in fact, show a surprising number of instances in which such imitation takes place without the knowledge of the responsible heads of the company and that when the attention of those in final authority is called to the infringement the design has been changed and apologies have been offered.

In cases where such friendly remonstrance by a third disinterested party has failed to accomplish its purpose,

EDITOR'S NOTE

NO matter what line of business may be followed there are always pirates within the confines of same who prey upon successful ideas, shapes or designs. As Edmond A. Whittier, Secretary-treasurer of the American Fair Trade Association, so aptly remarks in the accompanying article, "Imitation is a relative term." There have been numerous cases of "imitations" in the crockery and glass trade of recent years and Mr. Whittier's article with its timely advice and examples will be of interest to every manufacturer in the trade.

there still remains an effective remedy without resort to expensive litigation. No manufacturer likes to be publicly accused of unfair competition. The American public is a strong believer in fair play and is quick to resent misappropriation of business good will. In many cases, even when unfair competition practices have been deliberate, they have been stopped by an intimation that the whole matter would be laid before the consumer with a statement of facts by the American Fair Trade Association as a disinterested judge.

There is no doubt that the composition of the Association, which number among its thousands or more members, leading representatives of almost every branch of industry, is an important factor in the success of this method. When the Association resorts to publicity to remedy a trade abuse, it can do so with the assurance that the guilty party cannot gain public sympathy by alleging that the complaint was merely the result of trade jealousy. In the instances where this method has been resorted to, it has not been necessary to mention the source of the original complaint. The competitor who thinks his rights have been infringed does not come into the picture at all. The Association investigates the complaint and, if it is determined that the complaint is justified, steps are taken entirely upon the initiative and the authority of the Association as an organization, backed by the prestige of its nationally representative membership.

The issue thus becomes one of broad public policy and assumes far more importance than when it is confined to a single industry or a single product. The fact that the Association is constantly in the public eye in connection with a variety of unfair trade practices gains the maximum of public attention for any statement it may make.

The best proof of this advantage is the widespread attention gained by announcements issued by the Association during the past few months relating to the practice of substituting inferior grades of lubricating oil for trade-marked brands ordered and paid for by automobilists. While comparatively few of the offenses unearthed by the Association actually resulted in legal action, the cases which came to trial, all of which resulted in punishments under the penal code, attracted attention throughout the United States. The general subject of motor oil substitutions was discussed in scores of magazine articles, including a long article in a weekly magazine with a circulation of between two and three million, in hundreds of newspaper editorials and in thousands of columns of news space.

While this situation did not involve design imitation, the principles involved applied in general to unfair competition

and the immediate public response demonstrated the extraordinary interest which the consumer takes in campaigns of this kind.

The lesson, of course, is that design piracy can be attacked most effectively by demonstrating the ethics involved and the public policy. Manufacturers are coming more and more to use this weapon, reserving the law as an ultimate remedy when other methods fail. In any crusade against unfair trade practices, the personal equation should not be overlooked. While an appeal to common decency may be ineffective with those who wilfully base their business upon the theft of other men's ideas, there are many instances in which imitations are inadvertent and unintentional with no thought of stealing someone else's good will. In these cases a friendly remonstrance from an outside will often get results when the use of the legal bludgeon will be resisted to the last legal ditch. The method of the American Fair Trade Association is, first, investigation; second friendly remonstrance; third, publicity, and fourth, when other means fail, legal action.

Harris Schwartz Passes Away

Harris Schwartz, well known crockery merchant, a pioneer crockery jobber of New York, died on Sunday afternoon, December 12, at his late residence, 56 Fort Washington Ave., New York.

Born in Roumania, Mr. Schwartz arrived in this country forty years ago, and started in the crockery business on a small scale, which was later developed into one of the well known jobbing houses of the trade.

Mr. Schwartz successfully conducted his business until his retirement in 1906, when it was turned over to his son, Joseph H. Schwartz, who himself proved to figure prominently in the industry.

The deceased was beloved by all who knew him. He was known for his charitable acts, and for his consideration shown to the poor. He was connected with almost every institution doing charitable work in New York, and his membership to those institutions for the many years, was reflected by the large number of people attending his funeral, which took place from his late residence, last Monday.

Mr. Schwartz is survived by his widow, his son, Joseph H. and his daughter, Mrs. E. Diamondston, seven grandchildren, and two great grandchildren.

Interment was made in the family plot, Acacia Cemetery, Cypress Hills. Among his former business associates who attended the funeral were, Morris Bergman, John L. Pasmantier, Harry M. Reich, W. Kossofsky, O. Rabinowitz and H. Martinique.





Spode

Wur New Samples for 1927 will be ready early in January and will include New "Queen Anne" shape in Earthenware. Also a profusion of Rich China Service Plates, Tea and Dessert Ware

All strictly Spode Types

Copeland & Thompson, Inc.

206 Fifth Avenue, New York City

Don't Let Yourself Get Stout

There Is No Excuse for Excessive Weight When the Proper Exercises Practiced Regularly Will Keep You in Good Condition

By NORTON B. JACKSON

New Jersey Amateur Wrestling Champion

(Photographs by Frank S. Gerrish of the New York Athletic Club.)

As the years roll by and business usurps the time that formerly was spent in exercising, the old "bay window," "corporation," "paunch" or properly—the stomach grows out of proportion to the rest of the body and much to the disgust of the good wife.

The average business man is somewhat taken aghast when he finds he is the possessor of a good size "corporation" but after the first shock is over he takes things philosophically and ceases to give the matter serious thought. He continues to eat fattening foods, to take practically no exercise and as a consequence the "corporation" expands and in less time than he realizes he is helplessly—or almost helplessly—an unhealthy fat man. Being fat is unhealthy.

Now the man who really desires to get rid of an excessive stomach can do so if he is determined enough but it means hard work and some sacrifice. To begin with he must stop eating fattening foods. Potatoes, white bread and food containing starches are fattening. Water should not be taken with meals but at least an hour after eating. If you are particularly fleshy cut out the mid-day meal or if you find this too hard to do cut it down to a sandwich and a cup of tea.

Frankly I do not believe in pills and trick medicines for reducing purposes. Such a means of reducing is not natural and bound to be harmful. Neither do I believe in stepping down the waste although I know of cases where an elastic rubber band several inches wide has proved beneficial when worn while exercising.

The only real and natural way to take off weight is by moderate dieting and proper exercising. I know of two particular men both members of the New York Athletic Club who tipped the scales at over the 200-pound mark. Both went on a diet eliminating starchy and fattening foods. Both exercised daily and conscientiously. One took up wrestling, the other, a prominent amateur boxer some years ago, resumed that sport. Both went through strenuous workouts under wraps. That is with sweaters and sweat shirts wrapped about them.

I watched both personally. They both worked in earnest and I must admit went through some hard work at first.

Both of these men are now under the 180-pound mark. I met one, the wrestler, who a year ago weighed 270 pounds, in the locker room of the Club recently. He was dressing to go down and wrestle. "I never felt so well in my life," he exclaimed to my query regarding his health. "Being fat, unless a person is too old, is merely a

condition of being too lazy to reduce."

Later on I met the boxer on the running track. He was jogging steadily along wrapped up in a sweat shirt and long tights and I fell in behind him. I do not know how far he had run before I joined him but together we jogged off a mile at a good pace and he was not fatigued when we finished the nineteen laps. A year ago it would have been an impossibility for him to run a mile.

Regular exercise has put these men in good condition. They are not training for any particular event but for the greater purpose of keeping physically fit. As a consequence it is not necessary for them to deny themselves the pleasures of life. Both are successful business men and both while eating carefully, eat plenty, smoke when they feel inclined and for all I know when Volstead isn't around enjoy a wee small nip, from the cup that cheers.

Now as to the question of the proper exercises to be taken for the reducing of excessive stomachs. Walking is one of the easiest and least bothersome. Great benefits may be derived from brisk walks or long hikes in the open with proper breathing through the nose and pushing the chest up towards the chin and NOT sideways. But walking in itself is not sufficient to reduce an enlarged stomach. More strenuous exercise is necessary.

With this idea in mind I have selected a few exercises which will certainly aid in reducing the stomach if fol-



Figure A

lowed conscientiously. Consistency is the thing! These exercises will be more or less difficult to perform at first but if they are practiced a few times each day just before bed time they will become simple enough in time and will



Figure B

prove most beneficial. It would be well to do them the first thing in the morning upon arising but most of us are in a hurry at that time and so the evening is more satisfactory. A few deep breaths in the morning at the open window takes very little time and does a whole lot of good.

Now the first thing to remember in going through the exercises pictured on the opposite page is to take things very easy at the start. Excessive exercising is more harmful than none at all.

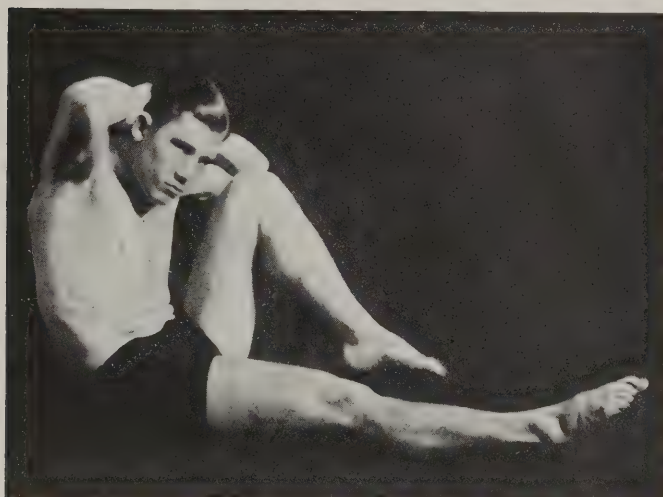


Figure C

In Figure A, I am touching the floor with my hands while my knees are perfectly rigid. This is not a difficult exercise to perform but simply takes practice. If you can't touch the floor at first stretch over as far as you can with your knees straight. Do this two or three times and keep it up every day and in no time at all you will be able to touch the floor.

Figure B shows my brother laying on his back with his hands clasped behind his neck and his legs stretched out forward at an angle of forty-five degrees. Then he

circles his legs several times to the left and then several times to the right. Be certain that the legs are but eight inches from the floor to get the best results for if they are held higher the exercise is easier and loses a great deal of its effectiveness. This is a difficult exercise and should be taken easy at first. Be sure to keep the head close to the floor.

Figure C is an exercise which is used a great deal by boxers and wrestlers to harden the stomach muscles. Here my brother is shown with his hands clasped behind his neck as in Figure B. In this exercise, however, he raises himself from the hips at the same time twisting his head sharply to the left and raising the left knee. Alternate this exercise first left then right, etc.



Figure D

Figure D shows me doing the "splits." Sit down on the floor. Stretch out the left leg forward and throw the right leg back. Reach out and touch your left foot. Now reverse the position quickly with the right foot out and the left foot back. This exercise is not as easy as it appears but it is a good one. Very likely at first this exercise will make you a little stiff in the back of the leg above the knee but do not mind this. Even the best trained athlete often gets stiff when trying a new exercise. The thing to do is to keep on working and "work" it out.

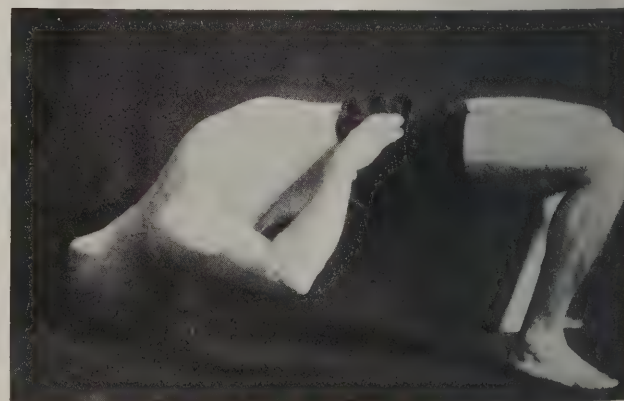


Figure E

Figure E is what is known in wrestling and boxing circles as a "bridge." It is the most difficult exercise of the lot and there is not one man in a hundred who can back on a regular bridge with the tip of the nose touch

the floor, the first time. As difficult as this exercise is, it is a great one. To begin with it strengthens the neck and stomach and is very beneficial to the intestines. Practice this exercise at first by holding yourself partly with the aid of your arms and gradually lessen the weight on the arms until the neck is carrying the entire burden. This exercise is merely suggested as being a very beneficial though difficult one and may be skipped if the exerciser finds it too strenuous.



Figure F

Figure F: Clasp the hands behind the neck or on the hips and heels together. Bend the knees with a quick movement and come up to standing position again. Repeat several times. This is an easy exercise and should be repeated ten or twelve times. It is beneficial to both the stomach and legs.

In starting these exercises if you are not used to exercise, five minutes will be sufficient. For the first week or so merely go through the exercises acquainting yourself with the various positions. Gradually increase the exercises up to fifteen minutes and above all practice regularly. Beneficial results are to be derived.

Supplement these exercises by long walks. If possible play golf. If you are not in a position to join a country club get out on the public links.

Health is the greatest of assets—a hundred times more than wealth. And to have health one must exercise—REGULARLY.

Atlas and Globe Plants Consolidate

The Atlas China Co., Niles, Ohio, and The Globe China Co., Cambridge, Ohio, have been consolidated and the two plants heretofore operated as independent corporations will now be conducted under one management as The Atlas-Globe China Co., with its principal offices at Niles, Ohio.

The new company will represent combined assets of approximately \$1,500,000, with a production capacity of 25 General ware and 9 pairs of Decorating Kilns. It is announced by those interested that no change will be made in the management or the past policy of the two companies. A. O. C. Ahrendts, President and General Manager of both companies will continue in the same capacity with The Atlas-Globe China Co., assisted by Geo. R. Ahrendts, Vice President of both companies and formerly Manager of The Globe China Co.

The Atlas China Co. was organized by A. O. C. Ahrendts, and associates, during 1923. The Niles plant, at that time, owned and controlled by the Sebring interests was purchased outright as of July 1, 1923, and placed in operation as an independent company. On March 29, 1925, the manufacturing department of this plant was totally destroyed by fire, incurring a loss of approximately \$250,000. Soon after the fire A. O. C. Ahrendts, and associates, purchased the plant at Cambridge, Ohio, formerly operated as the Guernseyware Company. This plant was placed in production, in June, 1925, under the corporate name of The Globe China Co. Both plants have been outstanding figures in the pottery industry having operated to capacity almost continuously.

According to a statement by A. O. C. Ahrendts, the consolidation of the two plants is a step in the direction of efficiency, and a coordination of effort, destined to reflect themselves favorably in production of quality and superior service. The Niles plant will continue the manufacture of White Semi-Vitreous Porcelain dinnerware while the Cambridge plant will be turned over to the exclusive production of "Bona Dea" Ivory. This product will be featured in an Ivory body on a distinctively attractive, newly modeled shape, which the company expects to have ready for January delivery. A number of new, exclusive decorative patterns have been selected by the company, samples of which they state will be ready for display before the first of the year.

In discussing the future possibilities of the industry, A. O. C. Ahrendts expressed confidence in the survival of American made dinnerware. Being able to maintain a flexibility that will recognize and yield to changes in conditions, will play an important part in the matter of American factories keeping busy, according to Mr. Ahrendts. More detailed plans, in process of development by The Atlas-Globe China Co. are promised for another issue at which time the company feels they will have something to say that will be of unusual interest to the trade.

Trade Names Clash, Even If Mdse. Doesn't

Adoption of Same Name Held Confusing, Though There Is No Competition—Government's Aim Is to Protect Public Against Misapprehension



DANGER to retailers, through "trade confusion" is not necessarily eliminated when competitors use some other method of distribution. This is the gist of an important official ruling just announced by the Government. In effect, the Federal edict says that no merchandising method is proof against those mixups whereby patronage that was intended for one party goes to another. It is all part and parcel of a growing solicitude on the part of Uncle Sam to forestall unintentional, as well as intentional, substitution of goods.

In the test case just staged—a case known officially as *Malone versus Gibson*—attempt was made to have the authorities accept the proposed principle that no serious confusion in trade would be possible between goods distributed through retail merchants and similarly named goods sold direct to the consuming public through agents. If this assumption had been allowed to prevail it is easy to imagine what advantage would be taken of the privilege by peddlers and house-to-house canvassers willing to trade on the reputations of well-known goods carried only in the best retail stores.

The contest between *Malone* and *Gibson* is important to retailers not alone because it raises, for the first time, this question of the relationship between retailing and agency distribution. In addition, it demonstrates forcefully that Uncle Sam, in the effort to prevent trade confusion, has in mind something beside the outright substitution of parallel or competitive items. The current case illustrates that the greater anxiety of the Government is to prevent trade flowing into a channel where it has not been earned owing to misapprehension on the part of the public as to the origin of goods.

At first glance the average onlooker might say that there was little chance of confusion in the case just decided. One concern was marketing rouge and similar toilet goods under the brand name, "Po-Go." The other firm had made itself known to the public by its preparations for the hair and scalp, bearing, as an identifying

mark, the word "Poro." None of the Federal business traffic officers ever dreamed that there was any danger that customers who went into stores to purchase preparations for the hair would accept rouge instead. In a line that is not purchased by children and servants, and is seldom ordered by telephone, such mistakes are unthinkable. But what worried Uncle Sam was the fear that the public, familiar for nearly a score of years with the name of the concern which puts out hair specialties, would suppose that the rouge and other recent novelties, bearing similar names, were made by the old-established house instead of by a new concern that had been in the field only two or three years.

It was here that the retail agent distinction was attempted. *Gibson, Inc.*, the younger of the two firms, finding itself at a disadvantage owing to the similarity of trade names, took up the defense that there was nothing in common, so to speak, between wares sold on the counters of retail stores and related goods marketed through agents. In other words, the argument was advanced that buyers accustomed to purchasing goods by brand name in retail stores would not suppose that

PROTECTS PUBLIC

IS CONFUSION in trade possible when similarly named merchandise is distributed both through retail merchants and directly through agents? Should the use of the same trade name be permitted by manufacturers who do not make competing lines of merchandise?

In the recent case of *Malone vs. Gibson* the attempt was made to establish the principle that it should.

But in the ruling, however, it was clearly demonstrated that Uncle Sam has no intention of encouraging trade to flow into channels where it has not been earned, regardless of the fact that another manufacturer, using the same trade-name, does not make a competing line of goods and does not, therefore, suffer directly any loss of trade.

The principle laid down is that of protecting the public against any misapprehension as to the origin of the merchandise.

there was any connection between the goods obtained only at the stores and other commodities brought to the door by solicitors, even if the names on the articles were similar.

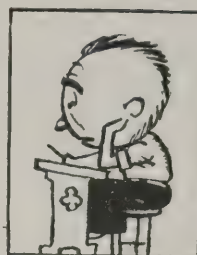
Censors at Washington would not accept this theory that any technique in merchandising is proof against trade confusion. With many leading stores employing outside sales representatives and home demonstrators, it was taking too much for granted to assume that a wide gap separates the two species of distribution. Furthermore, the United States Examiner of Interferences held that there is no restriction either in law or in business practice which would prevent a marketer who has been selling through agents from abruptly reorganizing the scheme of distribution and placing the goods on sale in retail stores where the merchandise would be displayed side by side with older established goods so similar in name that casual shoppers might readily jump to the conclusion that the



A Duet By Two Victims

By William T. Card

(Published by permission of the Retail Ledger)



Said "Good Enough" to "Just Get By,"
 *"I'm sick and tired of the game,
I'm getting on, but haven't won
 My share of fortune or of fame.
The other fellows have the luck,
 They prosper, I can't tell you why,
"I've surely had a rotten deal,"
 Said "Good Enough" to "Just Get By."*

Said "Just Get By" to "Good Enough,"
 *"You're right in everything you say,
The world has favorites that it plays,
 You see that proven every day.
There's 'Try Again' and 'Best I Can,'
 I call each nothing but a bluff,
And yet they've prospered more than I,"
 Said "Just Get By" to "Good Enough."*

Said "Good Enough" to "Just Get By,"
 *"We're victims of the social plan,
If you've a pull you win success,
 If not, you're just an also ran.
Earth's paths are rosy for the few,
 For us the road is hard and rough,
Luck never seems to come our way,"
 Said "Just Get By" and "Good Enough."*





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were put out by the same manufacturer.

To back up the assumption that purchasers at retail cannot be led astray in selection by goods of similar name offered through agents, it was shown that, in the case which has just engaged attention at Washington, the form of the package, or at least the appearances, were quite different.

One line of goods, the one sold through agents, is put out in a metal gilt box inscribed with blue letters. The conflicting line, distributed through retail stores, is packed in red pasteboard boxes with gold letters. The referee of the United States Patent Office swept aside all these details along with the major plea that retail distribution and agency distribution were in classes by themselves. He took the position that retail trade, or the purchasing public, is not so familiar with the details of any trader's business that method of distribution is accepted as a confirmation of genuineness of the goods. Indeed, the official added that it is not incumbent upon consumers to be so intimately informed regarding the channels by which goods reach the market. Buyers are required only to rely on memory of the name, mark or "dress" of the goods which identifies the product which they are seeking.

To the enlightenment of retailers, another pertinent issue was raised in this same contest: Is the service establishment on a plane with the straight retail store in reckoning with trade confusion?

For some time past this question has been gradually coming to a head. With printers selling stationery, gas and electric companies conducting appliance stores and shoe-shine and shoe-repair establishments dabbling in the

distribution of specialties, it has been evident that sooner or later this element would figure in the responsibilities for trade confusion. The Malone-Gibson case has precipitated matters.

Here the specific question is whether the "beauty parlor," so called—the beauty parlor operated independent of, say, a toilet goods department in a department store—is to be considered as a regular retail store. Testimony at the trial at Washington shows that even the establishments which style themselves "beauty parlors" rather than "beauty shops" indulge in retailing. Not only do these service institutions give treatments for the scalp and hair and applications of complexion powders, cold creams, vanishing creams, massage creams, rouge, nail polishes, etc., but, in almost every instance, all these preparations are on sale in package form. Hence the officials took the position that a service institution which sells outright, for removal from the premises, the utilities which are provided primarily for treatments by its staff, must be accounted, to all intents and purposes, as a retail store.

The spirit of this recent official appraisal at Washington is to account as in one class or category all forms and species of merchandising in so far as there is involved the liability for consumer confusion or mistake. Ultimate purchasers are not supposed to have any knowledge of how goods reach them. They are entitled to protection not only against persuasion to the acceptance of substitutes but likewise against buy-words that look or sound like the ones that buyers have had in mind and intended to have serve as clues in making purchases.



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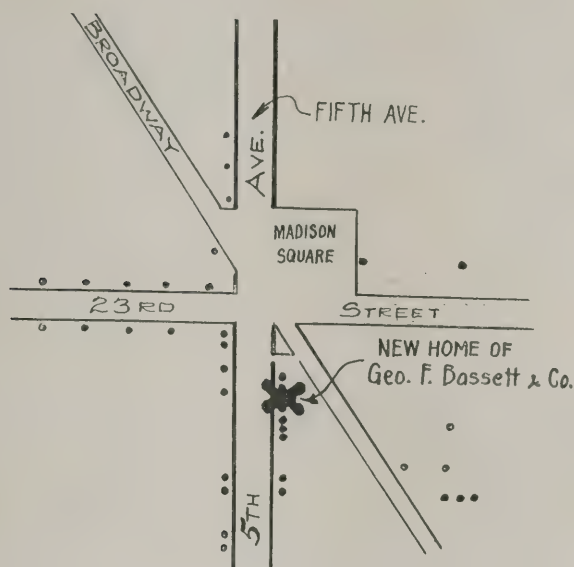
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The Vogue of Blue Staffordshire

By MALCOM VAUGHAN

*Reprinted by special arrangement with the author and the New York Herald Tribune
Photos courtesy of Metropolitan Museum of Art*

CONSIDER \$1,800 for an old piece of crockery that originally cost 50 cents! That was what was paid at public auction last winter for an old blue Staffordshire platter only eight and a half inches in length. A good antique seems to be a good investment.

Your great-grandfather could have filled his house with these identical platters, a century ago, at not more than two shillings apiece. He could have got many similar pieces for 12 cents. Had he sold his estates and purchased such trifles for heirlooms he could have made his present-day descendants very rich. And not only rich but fashionable. In his time blue Staffordshire was just about the cheapest "china" that could be bought.

It is said that \$1,800 is the highest price yet paid for one of the historical Staffordshire blues. At the same sale, however, other pieces fetched very high prices indeed: \$1,400 for another platter; \$900 for a third; \$810 for a fourth; \$750 for a fifth, and so on. Plates were

not quite so rare or dear; the auctioneer's hammer tapped them as sold for such sums as \$1,100, \$650, \$425 and \$360. Since this sale—the Kellogg collection at the American Galleries—old blue Staffordshire has naturally become quite a rage among antique collectors. This summer the countryside will probably be thick with limousines whose occupants are hurriedly yet warily scouring for stray specimens of the pleasant old crockery with charming scenes pictured in deep blue upon it.

Strictly speaking, this ware from Staffordshire is not chinaware at all, but pottery. Its material is coarse rather than fine; nor were its craftsmen highly skilled. Its remarkable value as antique lies in the fact that the scenes it portrays are memorials of early America. Historic spots and events are quaintly and delightfully represented; also our monuments and national heroes; our first steamboats and railroad; emblems of the Colonial states;

and many landscapes and city scenes of early American days. While the Staffordshire potters pictured scenes of various parts of the world, America proved financially their best field. And American pieces are to-day by far the most valuable.

Modernly, we tend to forget how proud our ancestors were of their newly won country. They covered their rooms with wallpapers depicting native scenes of peace and war. Their hat-boxes were the same. For drapery they had chintzes and cretonnes that were similarly historical. In their pockets they carried handkerchiefs depicting

events. At the time they were served from historical blue Staffordshire dishes. Few people to-day would care to carry General Pershing's portrait on their pocket handkerchiefs; or his St. Mihiel or the Argonne scene as a background for the drawing room; or a scene from plates which show the Woolworth Building, or the Crown Prince of Sweden coming down the gangplank. No



Group of Nineteenth Century Staffordshire plates

so our forefathers. Their eager civic pride and patriotism desired every form of expression.

It was exactly this pride and patriotism which caused historical blue Staffordshire to come into existence. Although the English government had lost a cherished colony, English commerce still wished to keep American trade. An English potter correctly figured that people who had been patriotic enough to fight for independence would probably be willing to purchase some bric-a-brac souvenirs of their heroes. Accordingly, shortly after the Revolution one of the potteries in Liverpool sent over some yellow jugs, mugs and punchbowls with portraits of Washington and Franklin on them. These pieces sold so well that a few years later the potteries at Stoke-upon-Trent, Burslem, Hanley, Tunstall, Cobridge, etc., followed suit, choosing blue and white colors in imitation of the stylish delftware. The process of transfer printing had



Seventeenth Century Staffordshire Slipware dish

just been discovered and the average man could thus for the first time afford decorated china for daily use. From 1783 to 1830 blue was the sole color used. Thereafter, photography having been invented, the ware became so cheapened that its vogue began to wane. Staffordshire could then be had in light blue, pink, green, mulberry, purple, gray and black. By 1850 the craze for Staffordshire had passed.

Historical blue Staffordshire was never stylish until recently, but it was extremely popular from the start. The brightly colored dishes were sold everywhere in this country, though less in the southern states than elsewhere. In England, of course, no one purchased them. It is said not a single copy can be found in the British Isles.

At least 250 different pictures are known to have been fired for the American market. So wide is their range that they constitute a general tour as it were, of post-Revolutionary America. Beginning in Canada, of which a few scenes were used, we can pass from plate to platter southward to the log houses of New Hampshire and Vermont, on to Boston, down to New York, then Philadelphia, Baltimore, Washington and Richmond; view the West as far as Louisville, Kentucky; Sandusky, Ohio, and Weymouth, Ind., and complete the trip by way of Detroit, Niagara and the glories of the Hudson River, the Adirondacks and the Catskills. We will have seen most of the important buildings of the period, such as the Boston State House, Harvard and Yale and Columbia colleges. New York's City Hall, Fort Clinton, old St. Patrick's Cathedral, Park Theater, the Philadelphia Library, the bank of the United States, Philadelphia; the Baltimore Court House and Baltimore Exchange, the White House and the Capitol before the dome was added; many quaint harbor views of these various cities and some of our finest lake and river and mountain scenery.

New York City was apparently one of the best markets

for Staffordshire. More than a dozen separate views of the city may be found on these old blue plates and platters, several of which were drawn by W. G. Wall, the Irish artist, who came to this country in 1818 and sent his sketches to the Stevenson potteries in Cobridge, Staffordshire. Two of Wall's platters, "New York from Weehawk" and "New York from Brooklyn Heights," are today ranked as treasures. Both of them show the low skyline of lower Manhattan as comprising only the roofs of dwarfed buildings, private mansions and about a dozen church spires. On one of these platters may be seen a sturdy relic of Knickerbocker days, a windmill.

The platter "New York from Weehawk" was considered ten or fifteen years ago as perhaps the rarest specimen of Old Blue in existence. Mr. Kellogg at that time paid \$1,225 for his dish, an unheard-of price, which did more to spread the fame of the Staffordshire Blues among antique collectors than any other incident in its history. The price also caused attics and cellars to be so thoroughly ransacked that a number of these very platters came to light. In consequence, this dish became less rare, and when put up at the Kellogg sale last winter fetched \$810. Other specimens had been found to be more rare, especially the coats-of-arms of the Thirteen States. It was the coat-of-arms of Connecticut which was knocked down at \$1,800.

When General Lafayette as the nation's guest, looked upon New York's City Hall in 1824 he wrote in his notebook "The only building in New York worthy the attention of an artist." As everyone knows, the City Hall—which Wall also sketched—is built of white marble, "with the exception of the north side which was originally of stone, the prudent New Yorkers of the day deeming it beyond imagination that the city should grow beyond it and cause its back to be visible to the observer!" Wall also drew Fort Gansevoort for the potters, and Columbia College, when it was but a single building with a recently acquired wing. The Lombardy poplars appearing in the foreground of this Columbia plate are of interest because



Staffordshire salt glaze dish, 1720-1780.

as it has been pointed out, they were introduced into this country from Paris by Andre Michaux in 1791 and thus had just enough years for them to have grown as high as pictured.

The Battery was a favorite scene of the Staffordshire potters. There are various pictures of this old park and its environs preserved on the ware, one called "The Esplanade and Castle Garden," an animated scene with men and women and children strolling on the green. Mrs. Camehl, an authority on historical Staffordshire, describes this plate minutely; "the ladies are in large poke bonnets, pointed shawls and narrow, high-waisted skirts, with tiny sunshades in their hands; while their escorts are arrayed in long, full-skirted coats, broad brimmed hats and white trousers, sporting slender walking sticks." This view was considered so picturesque that it fetched \$1,100. Other views of the Battery, while similarly pleasant, are not so expensive. A number of potters made use of Castle Garden, and one of the most engagingly decorated of all these dishes is the "Landing of Lafayette" at the Battery, with cannon booming a salute and harbor craft drawn up in formal order.

Park Theatre, which fronted what is now Park Row, was New York's most famous old playhouse. It was erected in 1798. Among the actors who walked its boards were Edmund Kean, Edwin Forrest, Booth, Wallack and Fanny Kemble. Here it was that "Home Sweet Home" was sung for the first time. And here, in 1826, was given the first performance of Italian grand opera in America, with the gifted Garcia family in the leading roles and among the audience Jerome Bonaparte, FitzGreene Halleck, the poet; James Fenimore Cooper and other notables. The Staffordshire plate on which Park Theatre is represented has a double interest. It was got out to celebrate the opening of the Erie Canal, the Albany entrance to which has been inserted at the bottom of the plate, while at the top are medallions of Jefferson, Washington, Lafayette and Clinton. City Hall Park is on this plate shown as enclosed by a tall fence, its stone posts connected with iron railings which, it is said, were originally brought from England.

Many Old Blue plates were made to celebrate the opening of the Erie Canal. Another American celebration which the Staffordshire potters honored was the bi-centennial, 1820, of the Landing of the Pilgrims at Plymouth Rock.

The bi-centennial celebration held at Plymouth included a banquet at which, according to an old record, the guests were served from these plates. In the illustration may be seen John Alden, "youngest of those who came in the Mayflower," stepping first upon the rock.

Few events in American affairs escaped the notice of the Staffordshire potters. They even produced plates depicting early American steamboats and the first railroad. *The Fulton*, one of the earliest boats on the Hudson River, was thus pictured. This boat was given the name of the inventor because it was the first boat to make the dangerous passage of Hell Gate. It was built in 1814 and made weekly trips, at \$10 a passenger, between New York and Albany. What our ancestors thought of this vessel may be noted in the following extract taken from a contemporary journal: "There is not in the whole world accommodations afloat as the *Fulton* affords. Indeed it is hardly possible to conceive that anything of the kind can exceed her in elegance and convenience."

Two plates honor the completion of the Baltimore & Ohio Railroad depot, the cornerstone of which was laid in Baltimore, July 4, 1828, by Charles Carroll, the last surviving signer of the Declaration of Independence. One of these plates has for its design a dangerously high structure and is known as "The B. & O. Inclined Plane." The other presents the first railway carriages used by this railroad, carriages so quaint and old fashioned that passengers today would not consider them safe and would certainly hesitate to ride in them.

When the craze for Old Blues was at its height the Federal buildings at Washington had not yet been completed, not even the Capitol. On a large and handsome plate may be seen the Capitol when it was little more than a skeleton of the present structure.

Is any one of these charming old dishes the favorite of most antique lovers? If any particular specimen is the general favorite of every one, it seems to be the view of the waterfront at Sandusky, Ohio. The scene is so animated, the drawing so well balanced and harmonious, the color so rich a blue that nearly every collector is specially fond of it. But it is not an exceptionally expensive piece. While other specimens have reached twice its price, the Sandusky, Ohio, platter fetched \$650.

In every collection of Old Blue may be found one or two curiosities. The collection of Dr. A. H. Merritt, New York, by whose courtesy the accompanying photographs are here reproduced, contains a large blue plate that may be unique. The scene is Boston Harbor; date, June 1, 1812; two ships, the *Chesapeake* and *Shannon* are shown at battle. The result of this engagement was a victory for the English ship, the *Shannon*.

The Staffordshire potters, who elsewhere so completely swallowed their native pride to gain American dollars, here put out an English triumph. But the maker did not risk the ire of his customers by adding his name to the piece, as was customary.



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Venetian Glass Comes Into Vogue

BY WALTER RENDELL STOREY



IN spite of the fact that modern ingenuity is producing new fabrics and weaves every season, one of the most useful materials in home decoration is still the old-fashioned glazed chintz declares Walter Rendell Storey in a recent issue of the Sunday *New York Times* magazine section. This fabric, glossy and smart looking, may not only cover a chair, serve as a window hanging or lend its beauty to the wall panels of a room, but it may also cushion wicker furniture on suburban porches and encase the pillows of Summer hammocks.

One observes it in rooms with furniture of the great periods of eighteenth century France and England as well as of our own Colonial times, giving an authentic and beautiful touch. In living rooms and bedroom of democratic assemblages of furniture one sees it in a variety of designs. These run the gamut from East Indian to the bright, strange modernistic mode.

While in Colonial days it was customary to have the chintz window and bed hangings of the same pattern, with even the wall paper in corresponding design, decorators today are inclined to use glazed chintz in combination with other fabrics or with chintz of solid color. Of course, the chintz window hangings may be reflected in a chair or two or in a sofa upholstered in another pattern of chintz; or the dominating color in the window hangings may decide the hue for the solid-color chintz on a chair.

One reason for the popularity of this glazed fabric is that its surface does not easily collect dust. When it needs to be cleaned, a damp cloth will freshen it. Nowadays the better dry cleaners will take glazed chintz, even made-up pieces such as slip covers, and restore them.

This dust-shedding character of glazed chintz is especially useful in current attempts to brighten the kitchen. Here glazed chintz window shades prove useful and ornamental.

An unusual use for glazed chintz is the pasting of a cut-out design from a figured chintz—perhaps a spray of flowers or one of the small pictorial schemes—on the backs of the old-fashioned wooden chairs. Borders cut from old-fashioned chintz may be employed as a decoration for large parchment lamp shades. Small shades of glazed chintz are charmingly cheerful under light and in daytime are gay notes of color in the room.

Modern chintzes may be had in four different kinds of glazes. These range from a hard texture with a pronounced sheen to a glossy finish to which dust does not cling, yet has the softness of an unglazed fabric. There is a kind with a soft, lustrous surface that reproduces the gloss of the Indian calendered chintzes. The fourth variety has with its shiny surface the stiff body that is generally associated with glazed chintz.

Just how long ago the glazing of chintz was first practiced is not known. Chintz itself was one of the novelties introduced from India after trading was opened up with that country in the seventeenth century. Possibly glazed chintz was originated by the Dutch, who have given us a similarly treated fabric, the "Holland" cloth used for window shades.



Sixteenth Century Venetian Glass comes into vogue.

Even in early times chintz was a much prized and serviceable fabric, as we know from the references to it in letters and books under a variety of names. Pintados, calicut, callimancoes and palampores, with the plain "chintz" mentioned by Pepys in 1663, were some of its designations.

The designs of early times persist on the glazed chintz of today in spite of their old-fashioned air because they were made by artists. Oberkampf, the famous French maker of chintz, employed the best artists of his time—men like Vernet, Lebas and Huet. The quaint pictorial designs of the last named, such as "The Miller," "His Son and the Ass" and "The Four Seasons," are still adding to the beauty of our rooms even though drawn 150 years ago.

The drastic prohibitions of the English Government (which, in order to protect the domestic silk and wool industry, forbade between 1700 and 1775 all importation of chintzes and other decorative stuffs from the East) did not prevent the use of smuggled printed cottons by the well to do. By the last quarter of the century English printed chintzes with new or adapted designs were usurping the place of the Indian fabrics.

Modern designers are, of course, creating new patterns and new arrangements of line and color reflecting modernist art. The old-time patterns persist, because they can be associated admirably with other furnishings borrowed from the same decorative periods.

The recent vogue for Spanish and Italian furniture has brought into greater popularity beautiful Venetian glass.

Its colors are those of precious stones; its designs appear in the paintings of the old masters. On the Island of Murano, near Venice, the best of the old shapes are now being reborn by descendants of the ancient glass blowers in order that modern homes may have examples of this ware, once made particularly for Kings.

Venetian glass stands apart from other glassware in its remarkable thinness, its rare color effects and its shapes—simple, amazingly complex or decorated. This glass, made for six centuries on this Venetian island, has never been surpassed. Many methods employed by its early manufacturers are still craft secrets.

While the makers of Venetian glass on Murano Island are creating a few new forms inspired by the art of the past, many of the designs for bowls, vases and jars are copies of pieces made in the sixteenth century. Examples of fragile glass articles have been obviously hard to find intact after 400 years of European turbulence. Yet, with the ardor of lovers of beauty, designers of Venetian glass have sought to recover old designs from ancient wood engravings, tapestries, bric-à-brac and paintings.

One wonderful lost design became available because Holbein was so fond of putting into his pictures beautiful objects of the times. Reproductions of the ancient form he pictured may now be had in delicate, thin glass—a slender necked, two-handled vase with a tapering goblet-like form ending in a broad, round base. A picture by Paul Veronese done in the sixteenth century enabled the glass blowers to reproduce a charming bowl-shaped bit of glass in a delicate straw color with a small neck and broad base.

As befits the most artistic glassware of Europe, the hues in Venetian glass are not common. Precious and semi-precious stones have given both their colors and their names to the lavenders and yellows and blues that help to make this product distinctive. Among the earliest uses of glass was that of imitating precious stones. Venice supplied the Orient as well as Europe with false pearls, amethysts, turquoises, rubies and other gems. Colors of other origins also are used—coralina, suggestive of the pink

of coral; aquamarine, opalescent-crystal, gold.

The tendency today is to resurrect these simpler patterns rather than the ornate ones developed later. In this second period began the slow decadence of design that lasted until twentieth century makers of Venetian glassware began to revive the better work.

For hundreds of years when their industry was at its height artistically the rulers of the island republic in every way to keep secret their methods of making this exquisite ware. The Island of Murano was made the seat of the glass industry. Workmen caught leaving their place or divulging the secrets of the craft were punished with death. In spite of these efforts to keep the industry in their own hands, workers with knowledge of methods and patterns gradually penetrated other countries.

There is something almost ethereal in Venetian glass. One bit in a room may give to the corner where it is placed a touch of high beauty. A bowl on a window ledge will show against the light all its grace and color. As containers for flowers the vases or bowls contribute to the decorative result, and the clear crystal sides of the containers permit the stems of the flowers to show their lines. On a table or low chest one of the broad, shallow, circular platters will afford an admirable setting for a small brooch or figure.

This radiant glass is especially suited to rooms suggestive of Italian, Spanish or even eighteenth century Georgian style, where the exotic touch in decoration so often found a place. But because of the variety of hues which Venetian glass may be obtained, and because of its many sizes and shapes, admirable results may be achieved by adding a bit of it to almost any interior.

For formal rooms there are reproductions of the Venetian glass chandeliers that once thrilled our ancestors. In one seen recently, a seventeenth century pattern the topaz candle arms curved with all the grace of flowering stems. Tiny sapphire blue pendants, dangling here and there, added to its charm. Another design in light green glass was a modern copy of an ancient silver Tuscan lamp with three lights.





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Japanese Have Set for Tea Ceremony

By S. C. BOSCH REITZ

THE Japanese tea ceremony, the *cha-no-yu*, originated from a religious practice of the Buddhist Zen sect, which after a certain service gathered to take tea in front of the image of Daruma, the Buddhist saint who introduced Zen in China. Of Daruma (Bodhi Dharma) it was said that when he was overcome with sleep during his meditation he cut off his eyelids and threw them to the ground, where they took root and grew up as tea trees.

The tea ceremony became a gathering of a few cultivated people with the object of promoting peace of mind and artistic intercourse in highly aesthetic surroundings. It is full of hidden references to Buddhistic religion and history.

From a practical point of view it is taking tea amongst a small circle of kindred spirits in a very old-fashioned and highly ceremonious way, according to the strict rules laid down by famous ancient tea masters, in extremely simple, soberly decorated, but very aesthetic surroundings.

The complete entertainment, still in great favor amongst Japanese men of taste, begins with a dinner, differently planned from the usual Japanese dinners, served by the host himself. Then the six or seven guests retire to a rustic bench outside the tea room and overlooking the

carefully kept garden, till they are summoned by the host to take the tea. After kindling the fire to heat the water, he prepares the bowl of tea for each guest individually while they silently watch his measured movements. When the last one has drunk in three gulps the thick green beverage, the guests manifest interest in the objects used and ask to see them, whereupon they are handed round, together with their numerous boxes, silk bags, and the certificates of former owners; they are admired and discussed.

Needless to say, the average foreigner is quite unequal to taking part in these ultra-refined entertainments, the tea ceremony to which travelers are sometimes indulgently invited being only an abbreviated or simplified form.

The *cha-no-yu* has had and has still the greatest influence on Japanese art; the great sobriety in decoration of the tea room, the simplicity joined to the high standards of workmanship and artistic quality required for the buildings and utensils used, have put their stamp on Japanese life in general. So have the precision and measured movements prescribed by the tea rules. Those who take the trouble to try to understand the spirit of the country find at the root of many admirable qualities the tea cere-

(Continued on page 135)



Complete set of objects used in the Japanese tea ceremony

QUANTITY PRODUCTION IN ART INDUSTRIES

By HENRI CREANGE

Art Director for Cheney Brothers



THE elimination of waste in industry can be effected not only in those fields where the problem is purely an industrial engineering or mechanical one, but also, to a great degree, in those industries where art is an essential element and where frequent style changes tend to complicate the issue, as in the pottery and glass business.

It is the purpose of this paper to present a practicable plan whereby the various factors which enter into the creation of an art product can be so co-ordinated as to secure comparative safety in large production for art industries, without sacrificing that leadership in creative ideas which must be taken if America is to occupy its rightful place in the world of industrial art.

The organization of art in industry may be effected through the following methods, which will be taken up in greater detail later in this paper:

1. A thorough and careful analysis of sales statistics in order to acquire a more scientific knowledge of public taste, the analysis of all products successfully marketed in kindred lines, a study of the speed at which the public can absorb new creations; and advance preparation of as large as possible a proportion of the product, leaving the way clear for the "news" part of the output which must necessarily be a last minute operation.

2. The "Three-Phase System" which is the keynote of the plan for eliminating waste and securing safety for quantity production in art industries. The Three-Phase System means the splitting up of the product into three phases, devoting only one part to what might be termed the "launching," but which is really the "testing out" of novelties; and having the other "phases" consist of the right proportions of developed versions of the preceding year's successful creations; and developed versions of the successful things launched in kindred industries, to keep the potteries busy and earn enough to finance the creative effort necessary in Phase I.

3. An intelligent and unified art direction, combining training in the arts and knowledge of markets and public taste, which will guide the entire operation of the industry to the goal of a thorough understanding and proper interpretation and support of the "creation." Such direction to be centered in an individual who will have all of the qualities necessary to bring such an organization plan to a successful operation.

4. The establishment of national as well as international industrial art agencies for the classification and dissemination of art knowledge, which will guide creative artists to trends and demands.

Before we proceed, however, to the detailed consideration of the elements involved in these major recommendations, let us look for a moment at the situation as it exists today in the art industries.

What is it that must determine the measure of individual success of the appeal to the consumer in any given industry? What patterns in dinnerware and what colors of glassware appeal strongest to the public?

Starting from a like wage scale with like elements, like machinery and equipment, the efficient management of those engaged in art industries may well have brought about a fair equalization of quality and price.

It is clear that were it not for the appearance of the manufactured product which is capable of many transformations, an appeal to the public on the sole basis of utility might bring indifferent results. Competition might lose much of its incentive, and the public might not be tempted to buy.

Yet, as soon as transformation begins, waste sets in again.

Why? Because unlike other elements, what is termed Art in American industry has as yet escaped the hand of the organizer.

American industry does not really attempt to watch and understand local and world influences in style and art as it does local world statistics in food stuffs or raw materials. And because of this it is constantly caught unaware and loses out. And because it has lost out much and often it has become timid, lacking initiative and tends to stifle creative effort.

In fashion industries there is the added complication of frequent style changes, necessitating more intensive application of trained artistry and very accurate

ALTHOUGH the accompanying article on the Elimination of Waste and Securing Safety in Manufacturing and the Analyzing of Public Taste for Successful Marketing was written by Henri Creange, Art Director of Cheney Brothers, the well-known silk house, for the silk trade, the subject is one that is most applicable to the pottery and glass industry with its ever changing styles, patterns and designs. Accordingly Mr. Creange's article is published herewith for the edification of our readers.

Mr. Creange, himself, needs no introduction. He is known as one of the foremost authorities on styles and designs in the world and was a member of the Commission appointed by Secretary of Commerce Hoover to visit and report upon the International Exposition of Modern Decorative and Industrial Art in Paris, 1925.

ate forecasting.

We have on the one hand the flash of wireless telegraphy encircling the earth—distributing fashion and art news almost instantaneously,—and on the other hand, the ponderous machinery of large production moving at a necessarily slow rate.

The news distributing agencies play their part in keeping the public well informed, though unfortunately they create sudden and early demands, stampeding distribution which cannot proceed until further production is in full swing. And in a bedlam of misunderstanding, false starts and inaccurate information, industry in a mad rush to hold or control markets, and because its product must undergo constant transformation, piles loss upon loss, waste upon waste.

It will not be attempted here to demonstrate that loss and waste can be entirely eliminated, but rather how to coordinate apparently conflicting forces and show how they may be used so that some measure of safety is secured.

A thorough analysis of the conditions will reveal that there is no valid reason why creative effort should not function in large industry as well as it did in the past among artists and craftsmen, unhampered as they were then by important financial and national distribution problems.

Just as we can foretell that so many loaves of bread will be needed each day and so many bales of cotton consumed each year, so can we know also how many pairs of overalls our farmers will use. Perhaps we can also approximate how many yards of cotton or silk will be needed to clothe the women, how many pairs of shoes, etc.

But what kind of shoes, what color silks, what patterns in dinnerware, what style of furniture? To anticipate the demand is dangerous; to await it is fatal.

To proceed with understanding and safety, industry of all types makes use of statistics and requires full knowledge of markets, past performances, capacity of production, rate of distribution, etc.

The application of artistry and individuality to any given product introduces elements which require further knowledge; that is, art of creation, art of design, craftsmanship, knowledge of public taste.

A close study of sales statistics broken up into very small units and grouped according to types will disclose many things of interest, among them that new *creations*, so called, could not monopolize the entire production of a mill without seriously affecting its sales. Certain types of design, certain kinds of colors, certain general lines, make a constant appeal to a certain public—each being in demand under slightly modified formulas year after year.

Other types, differing in appearance, and particularly those containing features to which the public has not yet become accustomed, are received with a varying degree of

response, according to what part of the public the appeal is made.

The more a business deals with novelties, the greater the necessity for breaking up statistics into smaller units, and the more complicated the product and its style problems, the greater the need for this breaking up.

A thorough and careful analysis of sales statistics will show that a large part of the demand for any product is for things to which the public has already become accustomed. These are sometimes called staples. It will be found that the demand for these so-called staples varies but little from year to year and that they form the bulk of the demand in most productions. This is true even of such seemingly changing industries as those of fashions and styles. The news agencies disturb this demand very little. News items concentrate on new creations, which form a fitting subject for news. Staples go on undisturbed.

As a first step toward organization, it will be a simple

matter to form a fair estimate of the demand for staples and prepare for it, giving the product its very best appearance but within well defined artistic limits. So to this extent, at least, the patterns of dinnerware, the color of silks, the qualities of carpets, the style of furniture, may be foretold.

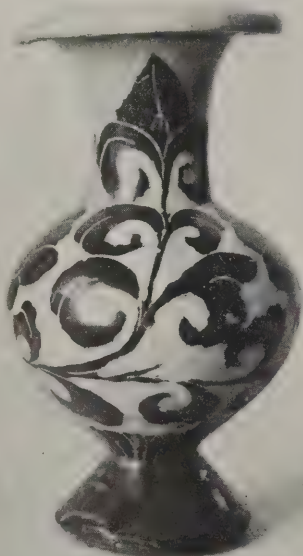
Another phase of study which may easily furnish a further safe basis of information for advance manufacturing is the analysis of all products successfully marketed in kindred lines, statistics for which are not at hand, but which can, nevertheless, be gauged fairly accurately through knowledge of public response.

A thorough analysis of these leads, and applications of the trends thus indicated will form a second group of documentation for the preparation of a campaign based solely, as in the case of staples, on the anticipated continuation of a demand already in existence.

Thus by combining the knowledge of a certain demand for staples with the knowledge of a certain anticipated continuation of other existing demands, even manufacturers of novelties may, for a great part of their product, gauge future demand with a fair degree of accuracy, and safely prepare for it at such times as their creating and manufacturing capacity is least encumbered.

A careful study of the speed with which the public absorbs new creations and in what relation and in what proportion they are absorbed as compared with the creations that are not so new, will complete the cycle.

The danger that attends quantity production typical of American industry lies in the fact that the introduction of novelties when attempted is generally performed without relation to that proportion of the product that can safely be made new. By applying to industry in general the principle that underlies the making of a newspaper, for instance, comparative safety will be secured, and there will be more freedom to evolve towards what is really



Vase—Snug Dynasty 960-1280

the very latest or newest.

Advance preparation in any industry can and should be achieved through proper documentation, leaving the way clear for what is new as a last minute operation.

Constant observation of every possible manifestation that may influence trends, and an unremitting use of sales statistics have led me to adopt a system which seems to offer the greatest possible security to the manufacturer whose product is affected by style changes.

I have always called this the *Three-Phase System*, and for the sake of convenience will designate it here under the same name.

There is a widespread and mistaken idea that style changes occur over night. This is far from true. In nature, in history, in human endeavor, there are no sharp breaks, no sudden departures. The seemingly new has evolved slowly from the past; only those who do not read the signs fail to discern the link that connects the events of yesterday with those of today. The same is true of the changes that occur in various industries.

To blend the old with the new, to embody some element that has already been accepted by the public, is to start that creation with a very fair chance of life. Creation that departs too radically from the past; that throws into the discard all that has gone before, is apt to be short-lived. The continuity of nature, the natural law that creates new forms step by step, by an evolutionary process in contradistinction to a revolutionary one, may well be followed in the industrial field. Very few understand this principle, but those few are achieving really worthwhile things and are doing constructive work.

So much for the splitting up of the creative effort in three phases.

As to industry being upset and stampeded by fast-

traveling news with which it cannot keep pace, it will be well to keep constantly in mind that in all industries—whether their style changes occur more rapidly, as in fashion industries, or more slowly, as in the furniture, pottery, metal, and other industries dealing with household furnishings—*creation, production and distribution* are linked in an indissoluble chain, and that it is the slow unit—as is true of a fleet of battleships—that regulates the speed of the whole.

News should be registered, noted and catalogued. It will illuminate and guide creation, but it should not upstage it. The knowledge that *distribution* can hardly start before *production* is in full swing, will give creation the necessary time and poise to study and perfect its ideas. Besides, most industries are limited in the launching of new ideas by well defined seasons. The seasonal demands are mile-posts which permit an orderly classification of ideas.

To become—and remain—leaders in their particular field, rather than merely followers, the various industries must never cease taking up these new trends, and, inasmuch as to do this they will first have to educate themselves, they will eventually pass on to the public the benefit of this acquired knowledge through an intelligent and timely use of the news distributing agencies with which they are thoroughly equipped—focusing the light of publicity on their new accomplishments.

All of which points to the inevitable conclusion that in American large-scale industry, just as it has in late years installed in its mills efficiency experts, attached to its accounting and production, and just as commerce has in the past decade acquired merchandising experts, should now maintain experts in Art Direction as part and parcel of its executive staffs. (Continued on page 12)



China and glassware display of Hearn's, New York, commemorating their ninety-ninth anniversary.



J. & G. Meakin Ltd.

Brandon Pattern Sussex Shape

*The Brandon on the new
Sussex Shape as illustrated
—one of the most popular
patterns shown this year.*



Meakin & Ridgway, Inc.

129-131 Fifth Ave., New York

Representing

MINTON'S, LTD.
J. & G. MEAKIN, LTD.

THOS. WEBB & CORBETT, LTD.
RIDWAYS (Bedford Works) LTD.
WM. ADAMS & SONS

Anchor Mfg. Co.

Manufacturers and Decorators

Will exhibit their 1927 line of
Gold and Silver Encrusted
Glassware and China

Featuring our new Sterling Silver Electroplated Glassware

...at the...

Fort Pitt Hotel

Pittsburgh

Rooms 242 and 243

From January 10th to 27th

M. S. Benford

:-:

H. M. Bronsther

In Charge

New York Salesroom

M. S. Benford
22 West 23d Street

Factory

377 West Broadway
New York

Quantity Production

(Continued from page 126)

Every department in the mill, and eventually the advertising and publicity sections which support distribution, and distribution itself, must be guided in turn toward a finite goal—a thorough understanding and the proper interpreting and support of the "Creation."

If successful manufacturing and sales managing call for the assembling of many statistics and much information, so does the task of interpreting trends require statistical support and detailed knowledge of cause and effect. Artistry in industry is a thing capable of being analyzed, and artistic creation can be guided.

To be among those that lead requires considerable effort, mostly in the extreme, and yet is the only possible solution to the problem. To follow is to be forced to hold up every phase of production, including often even the purchase of raw materials, until indications are at hand as to the plans of those who lead. The evils arising from such a short-sighted policy are incalculable.

America should now take her place among those nations bent on expressing themselves. No greater recognition may be given the French for their courageous enterprise and our acceptance of their courteous challenge, and opening wide our markets to them, which their creative initiative so richly deserves.

But ours need not be the role of lookers-on. America will slowly feel her way in this new expression of art but will not neglect it, just as she should maintain contact with all things created everywhere, developing at the same time her own creative genius.

Quantity production is not necessarily an obstacle to artistic effort or novelty creation.

When properly organized, the possibilities of large industry are greater than in smaller units, where all the revenue must often be earned out of a single item.

America should lead in the establishment of national as well as international industrial art agencies for the classification and dissemination of art and fashion knowledge, for nothing is so international as art. Organized in that direction at home backed by art guidance and understanding from abroad ought to result in America taking her place among the nations who are making worthwhile contributions to the arts and trades.

The demand for what is new on the part of the public is not as great as it appears; this is true even in such industries known as "Style Industries" in which "style" seems the moving factor.

On the other hand, the need for creating novelties on the part of the industries is greater than most manufacturers realize, even though we deal with "Staple Industries" in which "novelty" apparently plays no part.

This seeming paradox is easily explained.

If quantity production is what it implies, it means manufacturing in quantities for sale and distribution to quantities of people.

The safety in large production for the art industries

lies in the fact that as in everything else new ideas are only accepted with time.

Now the need for ever-recurring novelty is more or less artificially created. Human nature is conservative at heart and does not really crave for change at the rate of speed forced upon it by manufacturers who are spurred on by competition.

With this truth before us, it is easy to deduce that there will be a certain amount of demand for that which has already become a habit; hence, one may manufacture in advance to fill that demand. But should one be tempted to argue that safety lies in manufacturing only the things that are thus demanded, it may be answered that price competition centers on these.

Individual initiative must be developed in the fields of "Art" and "Creation" just as it has been given its opportunity in other phases of American industry. The artist's effort must be fostered and he must be allowed to enter industry.

Efforts should be made to further individual initiative, and the formation of clubs and associations of industrial artists shall be encouraged.

In industry, statistics should be made available to the creative artists to guide them as to trends and demands.

A certain part of the production should be devoted by each manufacturer to research, the testing out of new ideas, and it shall be intrusted to men who have demonstrated their ability to cultivate new thoughts and create new effects.

The risks will not be great—they will involve only that part of Phase I that is within the means of each to undertake with safety.

To this effect a larger discussion of the subject will be encouraged, that manufacturers may learn to direct their art policies toward:

1. Establishment of statistical information analyzing public reaction.
2. Gathering and classification of information concerning art and style tendencies in the making.
3. General adoption of the *Three-Phase System*.
4. Devoting a part of the production to the Novelty Phase.
5. Frequent contacts between creators for co-ordination of effort in all fields.
6. Definite creative programs to lessen the stampeding by news agencies.
7. Use of proper publicity to support creative effort.
8. Education of sales force, the Middleman, the Public, each in turn.
9. Introduction of the *Three-Phase System* in the merchandising scheme of the Middleman.
10. Making foreign contracts where students may learn and technicians perfect themselves.
11. Exchange of information with Foreign Bodies.
12. Protection of designs in the United States, that creative effort the world over may receive its just measure of compensation and reward.

During the Pittsburgh Show

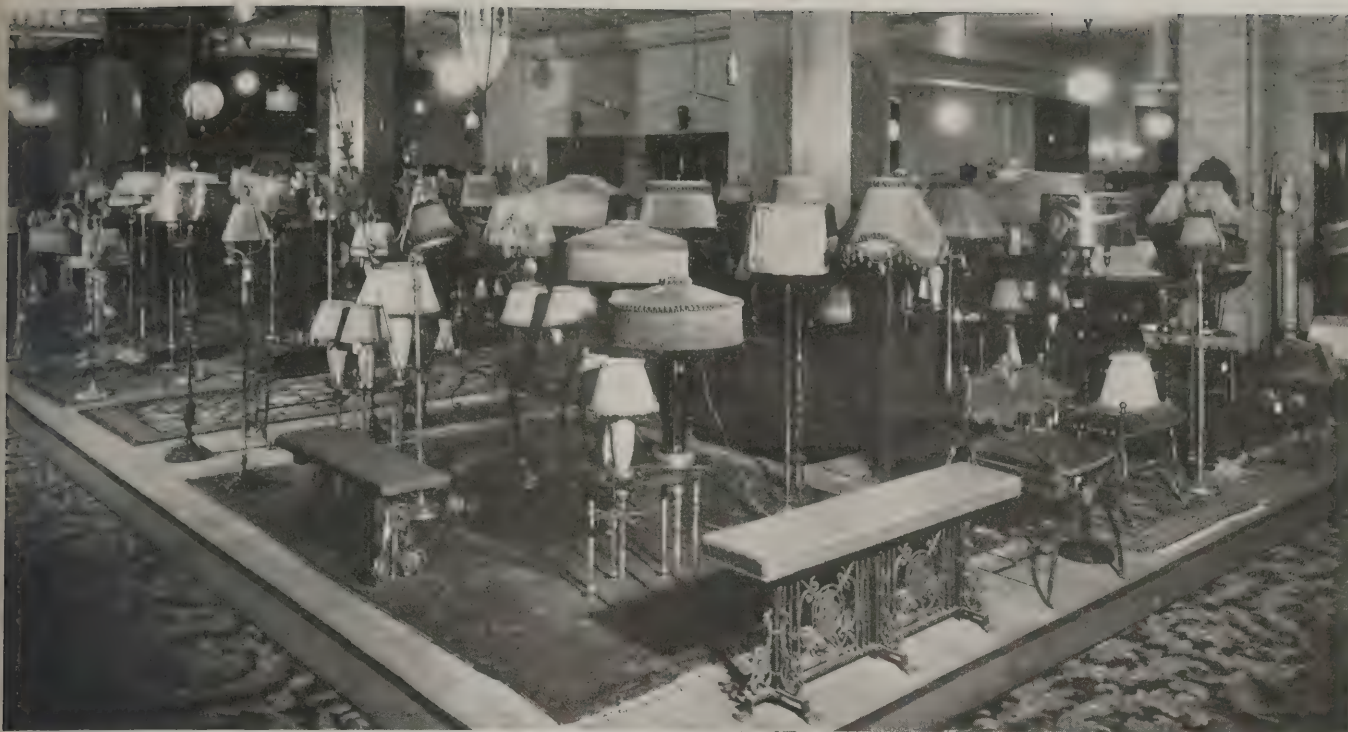
We will maintain a special display
of our new decorative treatments
for 1927 at our factory salesroom

Canonsburg, Pa.

An hour from Pittsburgh
by train, trolley or bus.

*We cordially
invite you to pay
us a visit.*

Canonsburg Pottery Co.
Canonsburg
Pa.



A recent photograph of a section of the beautiful Lamp Department in John Wanamaker's New York store

John Wanamaker Store Has Beautiful Lamp Department

New Quarters in Southwest Corner of Second Balcony of New Building Reminds One of Scene from Arabian Nights

BY NORTON B. JACKSON

STEPPING off the elevator on the Second Balcony of John Wanamaker's spacious new New York store is like stepping out of reality into a scene from Arabian Nights. Here can be found almost every type of lamp from the kind Aladdin rubbed in the famous story to the most gorgeous piece of lighting effect.

The room impresses one with a feeling of restfulness with its large display of subdued lights, toned down to a degree which does not offend the eye yet in no way interferes with the display of the 500 lamps which are shown in addition to lamp bases, torchiers and lamp shades.

The store's Lamp Department has recently been moved to the southwest end of the Second Balcony so that the department is now all in one compact section where formerly it was spread out.

The prices range from \$10 to \$750 and are kept in groups according to style.

An unusual feature of Wanamaker's display is that the shades are all marked separate from the lamp. This makes the price of the entire outfit complete so that it is not necessary for a clerk to lose time by investigating the price of the shade itself in the event that the customer

desires to purchase the base, lamp and shade complete.

Here and there about the showroom are attractively arranged groups bearing cards with the wording "Christmas Suggestions" which aid the shopper in making gift selections.

"What article is in especial demand?" we inquired of A. F. Gabriel, Manager of the department.

"People are demanding wrought iron just at present," was his prompt reply, "at prices ranging from \$3 to \$60. The Swedish iron finish seems to be most popular.

"Parchment shades are still in vogue although of late the demand for silk shades has been on the increase. Last summer the demand for silks was extremely small."

John Wanamaker's have a beautiful collection of bronzes including English, Pompeian or Italian, Japanese with pleated Georgette shades at prices as high as \$121. Then there are magnificent imported marble base lamps selling from \$45 to \$325.

Another unusual item in the Wanamaker line is a display of a full line of Lenox China vase lamps. It is said that there being only one other store in New York handling this line. A collection of Lalique (a French glass) table lamps is most attractive as is a display of torchiers

which are in heavy demand at prices ranging from \$20 to \$175 each. These are in styles of from one to three lights with the lantern effects the most popular. The Lalique lamps sell from \$55 to \$225.

A lamp that is quite certain to catch the eye of the man shopper or for that matter the lady with a good taste in selecting a gift for hubby, is one with a pewter finish in vase effect with metal shade in map design. This particular lamp is most suitable for a man's den and sells for \$70 complete. The stand, the purchase of which is optional, sells for \$27.50 extra.

In addition to displays of torchiers, table lamps, Lalique glass lamps, imported marble lamps, Lenox china lamps and Pewter there is a fine collection of Alabaster floor and table lamps which have proved quite popular.

All in all John Wanamaker's new Lamp Department affords a model display of the best in lamps both in quality and arrangement not to forget the splendid manner in which the department is conducted with its refined atmosphere and willing and courteous sales force.

Dibrell to Join R. H. Macy & Co.

Edwin R. Dibrell, a vice president and divisional merchandise manager of Lord & Taylor, New York, will sever his connections with the firm on February 1 and join the R. H. Macy & Co., Inc., according to an announcement

made here by Samuel W. Reyburn, president, of Lord & Taylor, and Jesse Isador Straus, president of R. H. Macy & Co., Inc.

At the R. H. Macy store, Mr. Dibrell will become executive vice president and director of publicity and sales. Just what these duties will embrace has not yet been clearly explained, although it is understood he will direct a new method of advertising and merchandising for Macy's.

In announcing the change Mr. Reyburn said:

"While a student at Princeton, Mr. Dibrell worked in our store during the vacation and holiday periods, except during 1918, when he attended Officers' Training School at Plattsburg, where he won a commission as second lieutenant in the United States Army.

"Upon graduating from college in June, 1919, he came to us at once, has shown a most loyal and intelligent interest in the business and has applied himself to his duties with untiring industry and energy. While we regret very much to lose him, it so happens that our friends and neighbors have programs proved an excellent one. Not only were immediate results obtained after the show window spectators came and inquired for patterns and fabrics they had seen modeled, but the impetus given sales traceable to this source was noted for a long time afterward. Women with the help of the programs, knew exactly what to ask for when they saw fabrics that interested them in the modeled garments.



"Stepping off the elevator is like stepping out of reality into a scene from Arabian Nights."

Bronze Tablet Honors Man Who Built East Liverpool's First Pottery

MEMORY of James Bennett, who built East Liverpool's (Ohio) first pottery, is honored in a bronze tablet which has been placed in the main corridor of the Carnegie library at East Liverpool, O., through the efforts of the Chamber of Commerce.

The plate, which measures 24 x 18 inches, was purchased through contributions made by H. N. Harker, W. E. Wells, William B. Louthan, W. H. Vodrey, M. W. Thompson, D. M. Ogilvie, J. S. Hilbert, Joseph Betz and I. B. Barth.

Under the caption, "In Memoriam James Bennett, the pioneer potter of East Liverpool, Ohio," the plate reads as follows:

"James Bennett built the first pottery in 1839-1840. It was erected at the west end of Second street on ground long since washed away by the Ohio river. The building was 30 x 40 feet and adjoining it was a small kiln. Early in the spring of 1840 the first kiln of yellow ware was turned — Erected by East Liverpool Chamber of Commerce."

The raised letters and border are burnished to a soft golden color to form an effective and attractive contrast with the dark, perfectly mated bronze of the background. It is hand finished, which brings out every detail in relief and accentuates all the beauty and richness of the coloring.

According to the recent history of Columbiana county, compiled by H. B. Barth, secretary of the Chamber of Commerce, and one of the contributors to the plate, Bennett, an Englishman, came to the United States from Woodville, England, at the age of 28 years. He worked for about three years at a pottery in Jersey City, then went to Troy, Ind., where he was employed for another year.

Suffering from ill health, Bennett took a boat up the Ohio river and was informed by a fellow passenger of the peculiar deposits of clays in and around East Liverpool. He stopped here and found the clays ideal for yellow ware.

Bennett started the erection of a one-kiln plant at the southwest corner of Second and Jefferson streets in the fall of 1839. The history says that the first spadefull of earth for the new enterprise was turned over by Anthony Kearns of Pittsburgh and the second by Bennett himself.

The main building was two stories, about 30 x 40 feet and made of hewn timbers, covered with clap-boards, with a roof of shaved oak shingles. The kiln stood alone and was surrounded by a board shed.

A "slip" kiln and clay grinding apparatus operated by a single horse was placed in the southeastern section of the plant. Much of the space about the buildings was used to "weather" the clay by exposure to a softness as to admit of easy mixing.

The first kiln was fired off in the spring of 1840 and, according to the history, "a great crowd assembled to witness the process and view the results of the departure." Bennett presented Mrs. James Logan, who later became the wife of Enoch S. Bradshaw, with the first piece of ware taken from the kiln. This souvenir has been preserved and is now in possession of Mrs. Olivis Bradshaw Reynolds of Chicago.

Bennett was joined by his brothers, Daniel, Edwin and William Bennett and Edward Tunnicliff, another Englishman, in the summer of 1841. Samuel, Jesse, Thomas and John Croxall purchased the plant in 1844 when the Bennetts went east.

The Croxalls operated it until 1852 when it was swept away by a flood and never rebuilt. The Croxalls later purchased the Ball & Morris

plant, known as the Union pottery, which plant has long since been dismantled.



American Retailers Change Association Name

To avoid the possibility of confusing its activities with everyday trade associations, the American Retailers Association, Inc., has changed its name to the American Retailers, Inc., according to Julius Ritter, assistant managing director of the organization.

This move was authorized at a recent meeting of the Board of Directors representing the stores comprising the membership of the group.

The name American Retailers, Inc., will replace the brand name A. R. A. which has been used by members of the organization. There has been no change in the essential activities of the group. The officers are Felix Vorenberg, president; S. J. Bloomingdale, first vice-president; S. W. Dittenhofer, the Golden Rule Store, St. Paul; second vice-president, and W. A. Wieboldt, of the Wieboldt Stores, Chicago, treasurer.



View of new salesroom at Fayette Plant of Syracuse China Co.

Syracuse China Co. Opens New Showroom

APIECE of Syracuse China is not only durable, it is beautiful. And its beauty is more than glaze deep.

Every human touch, even the smallest task, contributes its part to this inherent beauty of which we are so proud.

We admit among ourselves that we make good China. Our salesmen say so, too, when they take out their big sample trunks and show from coast to coast the China we make here in Syracuse.

Therefore, it is most fitting that this China should be displayed amid surroundings in keeping with its quality and beauty. Visitors and buyers come here from all parts of the United States and even from foreign countries to see our two plants and get an idea of how Syracuse China is made and decorated. They should also have an opportunity of viewing a large line of samples adequately displayed, and in a setting to do the China full justice.

With this end in view a new Showroom has been constructed and equipped between the Main Office and the new Cafeteria—a Showroom which we can be proud to have anyone see.

Here is a room that is at once a delightful place for the visitor who is merely “interested” in looking at lovely

patterns, as well as the practical purchaser who wants “see what there is” and make his selections in suitable and comfortable surroundings.

The room is far from being ornate. There is no distracting spot of form or color. Every detail of architecture and decoration blends into a simple, yet distinctive background for the proper presentation of our China, which is the real mission of a Showroom. Only one painting hangs in the main room, an early Italian primitive whose colors and frame so harmonize with the general scheme of things that one thinks of it as always having been on that wall.

In the small foyer hangs a large floral piece in oil after the old Dutch school. This was painted expressly for the room by H. G. Aitken, Director of our own decorating shops.

It is not strictly a period room—rather it follows somewhat new trend in interior decoration; that of combining several periods which are fundamentally similar and harmonious in detail. Venetian blinds, Spanish table, Flemish chairs, an old Italian commode, walls and woodwork of yellow-buff and black, create not only a charming atmosphere, but a background that is splendidly suited

how to best advantage the many beautiful pieces of Syracuse China which have been placed in the cases and on the tables.

The new room is now open to visitors and buyers. It is also open to all of us here who have a hand in making Syracuse China what it is. Even though we know the various pieces going through the kilns and have seen many of the new patterns in the Decorating Shops, it is an impressive sight to view these things all brought together in one large display. Come singly or come in groups, but come. It will renew your pride in your own handicraft and help all of us to appreciate better the splendid results of work well done—the experiences, knowledge, skill and care which we put into our ware.

Japanese Tea Set

(Continued from page 123)

mony and further down Zen Buddhism. Therefore it has seemed useful to bring together a complete set of the objects used in the tea ceremony; they are now shown in the Room of Recent Accessions at the Metropolitan Museum as they stand when the ceremony begins. All the pieces used are there, including the special coal, arranged in its basket according to strict rules, the ashes piled up under the kettle in proper style, the cakes such as are used in summer.

A list of the pieces with their Japanese names and with indications of their uses is added, and also some of the boxes and brocade bags in which the objects are kept and which are inspected and discussed after the ceremony. These are humble folks according to Japanese standards, for the pieces which form this tea ceremony set, though old and in some instances of high artistic quality, are not like those used by wealthy Japanese adepts, pedigree pieces formerly owned by historic persons or certified by famous tea masters. In that case their quasi-historic value is far above their artistic merits and could not be appreciated here.

Saleless Party Sells Toys for Scruggs Store

Following a sales-promotion plan which has been very successful in former years, the Scruggs-Vandervoort-Barney store, St. Louis, recently added an early impetus to its toy business by staging its annual children's party.

This party was staged in the basement toy department, with a total of more than 2,500 persons as guests of the store.

It is a part of the store's policy in staging these parties for the youngsters to make no effort to build up sales on the day of the party, but rather to display the toys so well and effectively as to create a maximum "toy consciousness" in the minds of the little guests and their parents, from which the store benefits throughout the holiday season, as has been shown by the rising tide of toy sales for several years past under the stimulation of this sort of promotion.

One of the features of the event was the throne room, in which were established Cinderella and her prince. Another was Aladdin, who performed a great many magic

tricks for the little ones who passed in a continuous stream in front of his booth.

But probably the best of all was Mother Hubbard's play garden, grass covered and plentifully supplied with toys. Mother Hubbard invited the youngsters to climb the fence, which purposely was made low, and play with the toys. They did.

There were many other features also, all arranged consecutively, so that the "traffic stream" of children passed along from one to another, each new marvel in prospect down the line serving as a stimulus to the youngsters not to linger too long in one spot and "block the traffic," though no attempt was made to hurry them through or prevent their taking as much time as they wished to enjoy the entertainment.

Nearly 2,000 complimentary packages of candy were given away by the store.

Pierce Co. Chooses Gift for Patrons

Through operation of a gift service for business people that takes care of the details of gift-making, S. S. Pierce Co., Boston, well-known Boston firm, has added materially to its Christmas trade for years.

Under this service, which is free, the donor only has to state the gifts and the names of the persons he wishes them to reach. The company selects, packs and ships or delivers the gifts, each package bearing the card of the donor.

Business men who employ ten to hundreds of people are particularly appreciative of such a service, especially if they are extra busy at Christmas time. But it is also patronized widely by social leaders and others having a wide circle of friends and acquaintances.

Orders for gifts delivered in this way may be left at any of the four Pierce stores—three in Boston and one in Brookline, a suburb—or may be telephoned or mailed.

A gift often selected for group distribution is a Pierce gift basket. These baskets are made up to sell at \$5 to \$25 and higher, and they have become such a noted item that the company sells them in quantities not only at Christmas time, but the year around, shipping them to many parts of the world. The baskets contain choice fruits, sweets and delicacies.

Another popular gift is a special gift box containing chocolates, raisins, figs, crystallized ginger, etc. The articles are packed in a fancy wooden box. The assortments are of two sizes and sell for \$5 and \$10.

Still another popular gift is the "Family Box," suitable for giving to a family, as the name implies. This box contains tea, coffee, cocoa, jam, sweet biscuits, canned fruits, etc. Assorted chocolates are available in one to five pound boxes, cigars in boxes of twenty-five and fifty, luxurious gift sets of toilet articles, etc.

Many customers have found this service so satisfactory, owing to the extreme pains taken to give efficient service, that they often depend upon Pierce's to choose as well as deliver the gifts. Most of the deliveries are made by the company's own motor trucks, which cover a radius of forty or more miles from Boston. Gifts going outside of this territory are sent by parcel post or express,

Installment Selling Brings Definite Advantages to Community



HAT the American retail consumer has grown to a wage position, to a standard of living and to a citizenship where he is entitled to receive the privilege of credit such as business concerns in soundly managed enterprise have enjoyed since any form of business credit was conceived and permitted, is the opinion of Robert G. Paine, vice-president of the Commercial Investment Trust, Incorporated, expressed in an address before the Albany Association of Credit Men (at Albany, New York, on September 29th, 1926).

"Installment selling has come to occupy an important economic position in our credit structure, which is a safe position and a justified position, but it is also a matter that requires constant study and observation," said Mr. Paine. "Those of us who have to do with the supplying of installment credit funds, must help to regulate these credits along the lines of sound banking principles, and we must eliminate the application of installment selling to commodities which are not fitted for its use.

"To take the spendthrift and the irrational few as examples of the great majority is not fair to the average installment buyer," said Mr. Paine. "If average installment credits were unsound, credit losses would be far greater. In a survey of fifty of the largest finance companies, covering business of 1924 and 1925, installment credit losses on automobiles were .18 per cent (eighteen hundredths of one per cent), while during the same period, losses on regular monthly charge accounts in other lines of business were as follows:

Department Stores	1%
Dry Goods Stores	1%
Retail Groceries35%
Retail Jewelers5%

Mr. Paine's definition of Installment Selling is as follows:

"Installment Selling is consumer credit based on the scientific principles of commercial banking; first, a proper investigation as to the purchaser's ability to pay, then an agreement to pay regular stated installments, followed by specialized collection methods inducing prompt payment.

"Until the middle of the last century, it was the prevailing custom for retail merchants to render a statement to their customers once each year. Hence the customer was favored with a credit running over a period of one year without the necessity of reducing his obligation during that time. Then the monthly statement system for store accounts became common practice and placed consumer credit upon a very much sounder basis.

"While this monthly charge account system has proven to be of great value, and has continued until today without much variation, still many credit men now welcome

the opportunity of securing money more promptly and with less difficulty by following the installment method requiring payment, of a definite amount, upon a fixed date.

"Those of us who have studied installment selling from the practical side, as grantors of credit, recognize certain fundamental principles which must underly an installment sale. The purchaser must make sufficient initial payment to create an equity and the sense of ownership, rather than a feeling that he is renting the article. The initial payment must be large enough to leave a deferred unpaid amount below the value of the commodity. The term of payment must not go beyond a point where the value and utility of the commodity ceases to encourage the purchaser to retain it as an article of real worth to him in which he retains a real substantial equity. The amount of each partial payment must not exceed the ability of the debtor to pay as related to his income and his other expenses. The installment payments must be large enough and frequent enough to keep the value of the commodity well above the remaining unpaid balance.

"Proper investigation is essential before approving installment credits. Upon the thoroughness of this investigation and efficient weighing of the facts disclosed, we determine, in great measure what success or difficulty is to be subsequently experienced in collecting the account. When judging the soundness of a purchaser's credit, his moral character must be carefully weighed in addition to his financial position, for after all, it is the fundamental credo that the question of a borrower's willingness to pay is just as important as his ability to pay.

"Because it is based upon definitely pre-arranged terms written into the obligation, installment selling procedure is of great advantage to the general economic and credit structure. You have no doubt been brought to realize that the liberal and lax treatment of your customer is not doing him a favor, but is hurting him equally as much as it is hurting you.

"Installment collections are of great advantage in educating the consumer, for by inculcating the greater incentive to save, thrift is vastly encouraged, and by putting payments upon a fixed and obligatory banking basis, the benefits to all forms of retail merchandising cannot be overestimated.

"Some years ago I lived in a small village in Massachusetts where practically the entire retailing for twenty miles around was controlled by one general store. The owner of this business was of the old type, who carried his customers an open account for as long as the customer desired. Six months credit on staple groceries for daily use was not uncommon.

"This merchant knew his people and depended upon their knowledge for the ultimate result. He died and the busi-

ess was estimated to be worth \$200,000, including accounts receivable. When the heirs began to liquidate their assets, they discovered how disastrous had been the credit efficiency of the merchant. Over one third of the estimated net worth of the business was of no value on account of the age of the debts and inability to collect from the debtors after so long a period.

"Instead of benefiting his neighbors and friends by his efficiency in carrying their accounts, the lax collection methods of this merchant had weakened their prompt paying habits to their own sorrow as well as his loss.

"Had this merchant been of our present generation," said Mr. Paine, "he would have sold the higher unit value articles such as pianos, washing machines, furniture, etc., upon the installment plan, and demanded that smaller unit value articles be paid for promptly in accordance with sensible budgeting of fixed income. Thus not only

would the merchant's estate have been saved from loss, but also each debtor would have been taught constructive thrift and the avoidance of dissipating money in wasteful channels.

"Finance companies, operating upon a nation-wide basis, perform a sound, constructive and necessary service to merchants who sell upon the installment plan," said Mr. Paine, "because by pledging their own resources, amounting to many millions of dollars, to regularly constituted banks throughout the country, and thereby standing between the bank and possible loss, they convert bulk bank credit into safe funds available for consumer credit, at the same time acting as credit insurance reservoirs because, due to their spread of risk, such companies are not affected by local conditions in any one section of the country."

One Buyer's Family—And That's Not All



The happy group pictured above represents the major part of the family of George Hooley, housefurnishing buyer for Adams-Flanigan Co., New York City. But that's not all as some wise gentleman once said. Since the taking of this photograph the stork presented the Hooley's with a bouncing baby boy bringing the total up to twelve—four boys and eight girls. The latest arrival was in April of this year. Mr. Hooley was formerly buyer for Sisson Brothers Welden Co., Binghamton, N. Y. The family resides at Albany, N. Y.

What 173 Department Stores Think of Co-Operative Group Buying

BY PAUL C. OLSEN AND LESLIE H. CUMMINGS

Wharton School of Finance and Commerce, University of Pennsylvania

THIS investigation was made to find out from department stores over the country just what services the retailers' co-operative buying associations can render them and how satisfactorily these services are being rendered today.

The results of this investigation represent the combined judgments of 173 department stores in the United States rated \$200,000 or over. There are less than 700 department stores of this size in the United States, so the results here may be considered fairly representative. Reports were received from all over the country so that opinion from every section is represented.

The usual type of co-operative group buying association is an incorporated organization managed by a salaried director. This director is responsible to a board of governors selected by member stores. The director, of course, has his staff of assistants. Working capital is secured by requiring each member store upon election to subscribe a predetermined amount which is usually issued to the member in the form of stock. Operating expenses are assessed as a percentage of association purchases or of sales, often upon a sliding scale. Profits are returned to the members in the form of discounts on purchases or dividends on stock. The association maintains offices which serve as headquarters for the member stores' representatives when they are at market.

Of the 173 stores reporting in this investigation, 116, or 67 per cent, say they use group buying in one form or another. The co-operative association is, of course, not the only method of group buying.

In the main, these stores use three kinds of group buying:

One. Resident buyers, used by sixty-five stores.

Two. Co-operative buying associations, used by forty-four stores.

Three. Affiliated wholesalers and manufacturers, used by seven stores.

No group buying at all was done by fifty-seven stores.

At first glance these facts seem to indicate that the resident buyer is in close competition with the stores' co-stores.

operative associations. Consider the following facts, however.

The average annual volume of the stores buying through their own co-operative associations is about \$10,000,000.

The average annual volume of the stores buying through resident buyers is about \$2,000,000.

The average annual volume of the stores which do not group buying is about \$750,000.

It is thus apparent that the co-operative association and the resident buyers are serving entirely different sizes of stores and that there is a group of smaller stores which at present find neither service profitable.

No one believes that co-operative group buying is a panacea for all the ills of retailing but, on the other hand, stores which are using it say it is rendering them a number of useful and valuable services.

LOWER PRICES POSSIBLE

First in importance, according to reporting stores, is the lower prices which co-operative buying makes possible. This comes about in two ways. The large purchases of an association, buying as it does for a group of stores, naturally induce quantity discounts. In a co-operative association a large part of these savings can be passed on to members.

It is interesting to note that these savings are obtained not only upon merchandise but also upon store supplies and equipment. In this day of high and ever-increasing overhead these latter savings are noteworthy.

The other way by which co-operative buying makes possible savings in buying is by reducing the amount of mark-downs. The best buyer in the world is apt to make some mistakes in judgment, but when his judgment is combined with that of a dozen or half a hundred other buyers of the same merchandise, the group judgment is sure to be much more accurate, for then the law of averages commences to operate.

Selections are made by ballot from samples which are identified only by number. Thus each buyer in his voting is placed entirely on his mettle, uninfluenced by personal

ADVANTAGES OF CO-OPERATIVE GROUP BUYING

- 1—The lower prices which co-operative buying make possible—economies in the cost of store supplies and equipment as well as merchandise.
- 2—Reductions in the amount of mark-downs necessary.
- 3—Savings made through market information which the association is able to supply.
- 4—Personal contacts with other buyers who are handling the same lines and facing the same problems.
- 5—The operation of research bureaus which act as idea exchanges for member stores.
- 6—Office facilities afforded buyers at the association headquarters.
- 7—The maintenance of foreign offices and import services.

(Continued on page 146)

COLOR *in Advertising* ~ ~

*M*OST of the color advertisements, in this publication, have been printed by us for the past three years. We specialize in color work from the making of copy to the completed insert, booklet, folder, display, etc., etc.



*Shown by courtesy of Postum Cereal Co., Inc.
Created by Young & Rubicam*

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STEIDINGER PRESS, INC.

34 HUBERT STREET

NEW YORK CITY



A real Christmas Gift Window shown by Franklin Simon & Co. The attractive poster is the work of Crawford Young, originator of the cartoon "Clarence" and Cora Scovil.

A Gift a Day Keeps Gloom Away

By BEATRICE MILLER WISNER

EVERY Day A Gift Day," slogan of the Gift Association, could not better express the real purpose of today's Gift Shop. Looking back to the birth of the Gift Shop, one finds that the seed was planted in a primitive New England town, far from the bustle and roar of big cities. Here in a restful atmosphere, the natives of this little municipality lovingly engaged in the pursuit of their craft, first for pleasure and later for financial gain. Tourists passing through the little village, found there treasures, which they passed on to friends, who in turn visited these unsequestered spots for purchases, and these found their way to others. Thus the planted seed took root and developed later the present day Gift Shop.

These shops have stimulated the spirit of giving bringing before the gift lover every type of token from the lowest to the highest priced article, but it must be remembered that stocking a Gift Shop does not mean a haphazard selection of goods, it means a close study of appealing merchandise for every day in the year, with a goodly sowing of anniversary seasonable articles. Manufacturers, importers and a variety of trades have given their best to promote the prosperity of the industry, which has spread its branches to every city and small hamlet, and is now recognized as one of the biggest commercial achieve-

ments of modern times. Before these shops had their being, long itemized lists had to be scanned laboriously in order to arrive at just the proper and fitting gift for loved ones and friends. With the up-to-date Gift Shop so beautifully arranged, each item conspicuously brought before the customer in an attractive setting, there is no time lost in selecting an appropriate remembrance for any day in the year.

The old time custom of giving at Christmas cannot be submerged, even though a strong resolution has been made to the contrary and purse strings seem to warrant a conservative tightening, the Christmas spirit will rise up triumphant and proclaim itself conqueror of the day. The illustration amusingly and graphically demonstrates how anti-Christmas promises have been broken by an overwhelming giving faith. Who could resist the beautiful season of giving when great masses of people go their ways joyfully laden with remembrances for those so dear and true, and little children's merry voices ring out clear in the wintry air, telling the happiness of their hearts, bells chiming the joy of the world and poor and rich alike awakening to the delight of bestowing on this wonder of wonder days—Christmas. Surely, the all-year Gift Shop has come into its own, offering its plentiful store to those who live to give, fostering the divine principle "Every Day A Gift Day."

Installment Crisis Soon, Couzens Fears



INSTALLMENT business is working unrealized damage to American prosperity, and even now is heading the country toward a crisis, declares Senator James Couzens, of Michigan, in an analysis of the situation appearing in Nation's Business.

It is not only their future wages that young people are mortgaging, he holds, but their characters, "the traits of self-control and perseverance," which are no longer being developed under the "dollar-down" system of satisfying human desires.

Senator Couzens is not so much concerned about the installment seller, because, as he points out, the seller is able to take better care of himself by prudence and precaution. It is the buyer about whom the Senator from Michigan is talking. In an editor's note accompanying the article, it is said that Senator Couzens has the courage of his convictions, evidenced by his statement that, having invested a large sum in an electric refrigeration project, he withdrew from it and pocketed his loss because, as he said, he could not conscientiously continue a business that depended practically entirely on installment selling.

Touching on the moral aspect of the installment plan, Senator Couzens says that the opportunity to develop the traits of self-control and perseverance, which go to build character, are now being lost to young people because no matter what they want now they can most always get at once, without sacrifice, for a small down payment. "Young people, and particularly young men," he writes, "tie themselves up with these installment payments so that their future is absolutely mortgaged. What position will they be in when the opportunity presents itself to go into business or to make a small investment in some enterprise?"

"KILLS INDIVIDUAL INDEPENDENCE"

"Several of the original investors in the Ford Motor Company, among them myself, had saved a few hundred dollars, which they had available when the Ford Motor Company was organized, and which they invested in the business with well-known results. Suppose we had purchased bicycles, pianos and other articles on the install-

One hundred forty-two

ment plan. We certainly would not have been able to have availed ourselves of this opportunity.

"Thousands and hundreds of thousands of working people are now bound with these installment payments so that they dare not even take a reasonable risk in a new venture, either of employment or investment. I believe more harm is being done to the development of our country through widespread installment buying than any other one way. I believe it is stultifying initiative, ambition and energy to an extent yet unrealized."

Discussing the economic side of installment sales, Senator Couzens says:

"STULTIFYING INITIATIVE"

"INSTALLMENT business is stultifying American initiative, ambition and energy to an extent yet unrealized," declares Senator James Couzens, of Michigan, who declares that "more harm is being done to the development of the country through widespread installment buying than any other one way."

Senator Couzens is not concerned over the present welfare of the merchant or the manufacturer who sells on installments. He is concerned over the hundreds of thousands of working people who are, he says, condemning themselves to lives of debt-slavery under conditions which will prevent their taking even a reasonable risk in a new venture, either of employment or investment. And he is concerned over the indicated reaction of this development against the initiative and prosperity of the country as a whole.

Bankers, he says, will face a problem in which there is no precedent, when the volume of repossessed merchandise begins badly to clog the channels of distribution on new production.

A crisis will come soon, he believes, and though it is even now too late to avert all the trouble. American business still has time to help itself to some extent.

"Competition through high pressure selling methods has used up the consumer's dollar, and is now fighting for the dollar of next week, next month and next year. What the proponents of these selling plans have secured the dollars, how much farther are they going to reach out? What if there is no consumer's dollars to receive? What if illness, loss of employment, disaster or what not occurs? What is then going to be done about the dollars anticipated but not obtainable?"

"We have been so prosperous during the last few years that we have not had to face the problems of what to do with repossessed goods—goods on which the installments are not paid. If the time comes that repossession goes on rapidly, these goods will interfere with the flow of new goods from maker

user, and we shall have a real problem for salesmanship. They will mean frozen assets and will raise a question for financiers with which they have not yet had to deal.

"There has been a notable absence of discussion as to the cost of these installment sales to the consumer. The consumer pays the bill. There is no doubt about that. As long as he pays the bill the manufacturer and retailer have not much to worry about.

"COST IS 15 TO 30 PER CENT"

"You will find advertisements offering financing for 9 per cent. You will find some advertisements quoting a figure as low as 6 per cent. But if you stop to figure out the difference between what the article will cost you for cash and what you have paid at the end of your first payment, you will find that additional cost has been from

15 to 30 per cent. It will be camouflaged, it is true, by what are known as service charges, financing charges, commissions and so on; but whatever it is called, the consumer pays it, and pays it in addition to what he would pay if he bought for cash.

"Then there is the fallacious argument that it is better to pay out of current earnings, or, in other words, each week's or month's wages, for these articles than to use your saving, or 'nest egg.' How fallacious this must appear when you recognize that your 'nest egg' is drawing perhaps 3 or 4 per cent interest from the bank, while on the other hand it is seriously proposed that you should pay out of your earnings for installment purchases from 15 per cent to 30 per cent.

"These arguments are, of course, used only to fool the buyer, because the seller would not pursue such an absurd policy.

"It is pointed out as one of the arguments for installment buying that we have always had such sale, particularly of houses and some few other things that did not receive much wear and tear, or rapidly deteriorate. An effort is made to show by that analogy that the installment business is sound. No rational person wants to condemn all installment sales. Installment buying of homes, well selected real estate or sound securities, or any other commodity that appreciates in value or at least depreciates very slowly is sound. But to buy things that wear out or depreciate rapidly, on the same basis on which you buy

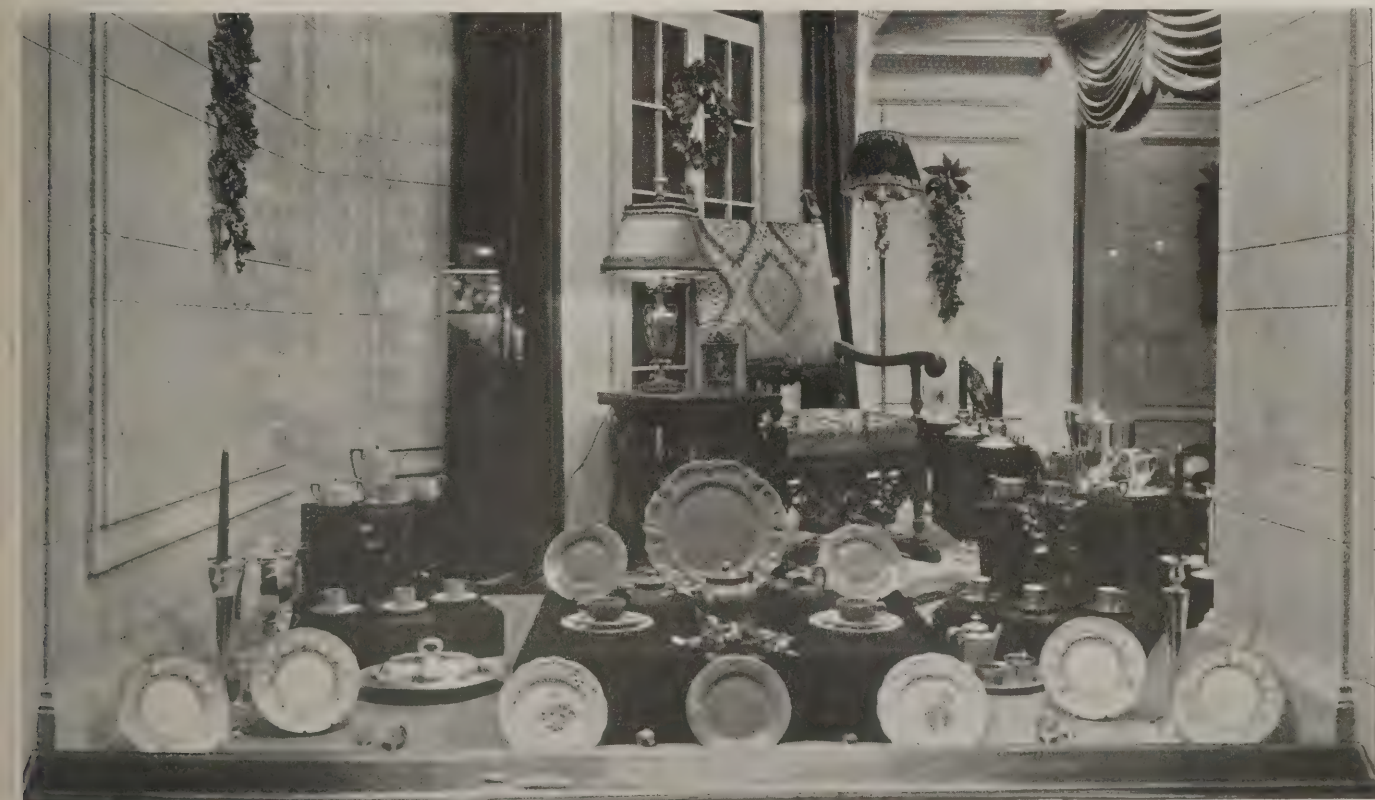
a home, is economically unsound.

"NOT GETTING MONEY'S WORTH"

"No one who is buying unnecessary articles on the installment plan is getting his money's worth. Every one who is buying in that manner is curtailing his purchasing power. Every one who is doing this is really getting less out of his investment than the cash buyer. He cannot possibly have as much of the world's goods if he buys under this plan as if he bought on the pay-as-you-go basis.

"Business men, bankers and manufacturers, I hope, will see the handwriting on the wall in time at least to curb this expansion of installment sales. Above all, I hope that the buyer will wake up to what is really happening before it is too late, before we encounter a great crisis. It will come. It is simply a question of how soon, and in my judgment is not very far off. We have yet time to help ourselves to some extent, even though we have gone too far to prevent all trouble.

"If the normal average business man would consider such abstractions as the economic welfare of the country, he would refuse to engage in such an economically unsound program. The weakest of these business men (and I mean the weakest in character, not so much the weakest in finance) will go ahead with it, because he will satisfy himself that he is forced into it by competition. But you will find thousands, yes, hundreds of thousands, of manufacturers and merchants throughout the country who refuse to engage in this unsound practice."



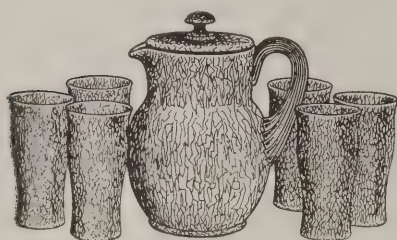
Chinaware on Fifth Avenue—delightful display of Ovington's Gift Shop.

Colored Glassware Adds to Home



ONE result of the increased use of color in household furnishings is the present vogue of glassware in delicate hues. Equally interesting is the wider use of glassware, both crystal and colored, on dining table, tea table and in luncheon sets.

Colored and decorated glass has, of course, been employed for many years for general decorative purposes; yet not until recently has glass taken an important place



among the intimate utensils of daily life. Glass manufacturers have called in the aid of real artists in color and form so as to make their wares attractive enough to compete with china,

pottery and metal articles for which glass may logically be substituted.

There have been, indeed, many precedents for the use of beautiful glass in the plates and bowls, candlesticks and vases, powder boxes and lamp stands now produced by American craftsmen. Not only Venetian glass, known for its beauty since the fifteenth century, but also the more modest products of Colonial furnaces serve as inspirations.

Glassware may now be had for the dining table in complete services. One may have a choice of colors in fine shades, such as amethyst, jade and delicate blue. If the form and color of plain glass are not sufficiently alluring to the hostess, she may choose sets ornamented with a delicately etched design.

Candlesticks in glass, either crystal white or colored, are especially effective when used with other glassware, and lend a new note of richness to the modern table. With the new low form of candlesticks intended for very tall candles are appearing old glass candelabra, their arms adorned with dangling prisms. Color is here also. Some candelabra show a base of tinted glass with arms of crystal. Vases and bowls for flowers and covered jars of various shapes and hues—either old forms or modern adaptations for new uses—may now be obtained.

American glassmakers are proving that they can compete successfully in beauty with the work of overseas craftsmen. That does not mean, however, that European workers and designers in glass have no more exquisite products to offer us.

The most noted glassmaker of Colonial times was Baron Stiegel, who enlivened the community of Manheim, Pa., for ten years with his wonderful glassmaking and his eccentricities. His glass is highly prized by antiquarians today. Another early Colonial glassmaker whose work has come down to us—Caspar Wistar—is noted for his combination of clear glass and one or more colors in the same piece. His works in South Jersey turned out beautiful and useful ware for forty years, until the business depression of the Revolution ended its career. A scent bottle, its form suggesting a sea horse, and a quaint, tall candlestick,

the latter now in the Metropolitan Museum, together with other early American glass, suggest something of the products of these early American craftsmen.

REPRODUCTIONS ARE PLENTIFUL

For those to whom new designs have not the appeal that the old possess, there is the collection of old glassware, a hobby to which more and more are succumbing. One may confine one's activities to early American specimens; one may seek the glass of eighteenth-century England, Old Dutch and German glass and ancient Venetian products also lure the collector, once he has started on the quest.

Considerable caution and much knowledge are necessary in gathering glass other than of today. Reproductions, often hard to distinguish from old pieces, are plentiful. Reliable dealers, of course, sell them frankly as modern copies.

One of the significant developments in household furnishings in this country has been the recent interest shown in furniture made of wrought iron. Iron sounds like a forbidding material out of which to make such intimate things as tables and chairs; but a view of the beautiful examples that are now made after Renaissance and eighteenth century models dispels that idea. Artists and craftsmen of the Middle Ages and the Renaissance—medieval Italian and Spanish—used iron frankly as iron, creating objects highly decorative and, within their limitations, useful.

A characteristic form of wrought-iron chair is the famous Roman chair, with curved legs and sides. Often possessing a back also, it was a comfortable seat, which a brilliant cushion with tassels hanging down from each corner made it highly decorative. This was one of the earliest forms of chair. It dates from a time when only the highly placed in society had chairs. In those Renaissance days such a piece of furniture was esteemed a mark of rank. Even a castle might have only one or two, and these would be used by the guest or by the lord and lady.

It was because of the importance of chairs in the Middle Ages and the Renaissance that so much admiration and decoration was lavished upon them. The tops and sides, sometimes the entire metal work of the back or the sides were often ornamented with brass or bronze. Sometimes silver and occasionally gold plate were thus used. Copper, brass and bronze additions to wrought iron are found in all this metal furniture. Color, with gold and silver gilt, are other traditional methods of embellishment much employed.

While most reproductions and adaptations in wrought-iron furniture and inspired by Italian or Spanish originals, the great furniture designers of France in the eighteenth century and the craftsmen for the court of Charles II in England in Restoration days utilized wrought iron for some of their creations. One of today's designs, by Armand Albert Rateau, in the recent showing, at the Metropolitan Museum, of decorative art from the Paris Exposition.

(Continued on page 147)

Co-Operative Flint Glass Co.

Beaver Falls, Pa.

Manufacturers of

**Blown and Pressed Pot Glassware
In Crystal and Colors**

Specialties and Staples

Hand made Cake Covers, Fish Globes, Lemonade Jars and Display Jars. Colored Aquariums, Soda Fountain Ware, Blanks for the Cutting and Decorating trade, Seed Cups, Bird Baths, Paper Weights, Soda Syrups, Hyacinth Vases, Candlesticks, and many specialties and novelties.

Glass Dinnerware

In addition to our regular lines of staples and novelties we have added a complete new line of Octagon Glass Dinnerware in rose and green glass, with plain etchings and hand decorated designs.

Decorated Ware

We have added to our lines of Decorated Ware some new decorations.



New Items

A three partitioned Handled Relish or Sweetmeat Dish. A combination smoker's set composed of Pipe Rest, Ash Receiver, Matchholder and Cigarette Snuffer. A new shape Compact or Vanity Box.

All of these in rose and green glass.

Fancy Plates

We have added to our line of crystal and colored Salad Plates, several new figured designs which are very attractive, uniform in color and light in weight. The designs are new and we believe will prove good sellers.

Our Line Will Be on Display

At the Fort Pitt Hotel, Rooms 135, 136 and 137

MONDAY, JANUARY 10, 1927

And Throughout the Glass Exhibit

In Charge of MR. W. A. REAPER

Our Line Can Also Be Seen In

New York

200 Fifth Avenue

IN CHARGE HORACE C. GRAY CO.

Chicago

30 East Randolph Street

IN CHARGE OF F. T. RENSHAW

Group Buying

(Continued from page 138)

considerations of a salesman or his house. In this investigation numerous instances were reported of comparisons in the mark-downs of similar lines of merchandise bought with and without co-operative buying. Invariably, the mark-downs were reported less for co-operatively bought merchandise.

However, the fact is evident that this advantage is most important in the case of staple goods. Some varieties of style goods have proved entirely too perishable to buy in this way. This is not true of all stores, but in stores which depend for their success on the individuality and ever-changing variety of their merchandise, the economies of mass production and group judgments are, by nature, diametrically opposed to their needs.

The economy of group buying was the primary purpose for which the co-operative associations were formed, but today other valuable services which they render have come to have almost as much importance as the original buying advantage, in the minds of member stores.

Next in importance to their actual savings by co-operative buying, the stores rank the savings they make through the market information which the association is able to supply them. For each important group of merchandise the association employs a buyer who is an expert in that field. His duty is to keep the association members informed of developments in his line. Thus, when the buyer comes to market, this expert can save him much valuable time, which the buyer can use to better advantage in his own department, finding out what his trade wants and training his people to sell better.

Closely allied with this advantage is the gain to the buyer from personal contact at the association headquarters with other buyers who are handling the same lines and facing the same problems that he is. It is the old story of ten men going to a meeting, each with one new idea. At the meeting each explains his idea—thus each receives nine new ideas for the one he contributes. The buyer benefits from this stimulating contact every time he visits the market. Associations ordinarily do not include competing stores, so there is little fear of unfair advantage from the ideas explained.

The associations also conduct research bureaus which act as idea exchanges for member stores. Individual questions submitted are answered by these research bureaus from the experience of other member stores and from other available sources. This advantage of co-operative association membership is ranked fourth by reporting stores.

A fifth important advantage reported is the office facilities afforded buyers at the association headquarters. This service is especially valuable to distant stores, whose buyers often must remain away from home for weeks at a time.

As an example of the widespread service facilities now offered by the associations, the importing service is interesting to note. Some associations maintain foreign

offices, which have the same advantages to visiting buyers as the associations' domestic headquarters. In addition the associations perform the functions of customs brokers for imported merchandise. A similar follow-up service is maintained to insure prompt shipments and advantages of domestic purchases.

Some stores also say that they receive more consideration from manufacturers when buying individually, on account of their association membership.

On the other hand, cases are reported of manufacturers who refuse to deal with the associations. The reason for this is undoubtedly due to unethical practices of some associations. Cases of style piracy have been reported. Any such practices on the part of associations are decidedly shortsighted. If reputable manufacturers are driven away from the associations, the sources of supply of these associations are necessarily restricted and the purpose for which the associations were formed is defeated. At any rate, unethical association practices are a fault not of the association system itself, but of evil influences allowed to exist in it.

From these judgments of the advantages of co-operative group buying it is apparent that some of the gains are definite and tangible and can be measured in dollars and cents. Others are difficult to weigh and measure, though they are gains none the less. In any consideration of the costs of association membership these two classes of gains should be taken into account.

The costs of membership in a co-operative association (when figured as a percentage of sales) are reported as a figure somewhat lower than the costs of dealing through a resident buyer. It should be remembered, however, that the typical association store reports an annual volume of about \$10,000,000, while the typical store using a resident buyer reports an annual volume of only \$2,000,000. Thus the association store may pay more in dollars for its services, but as a percentage of sales the figure is less.

Many stores have asked why the smaller store does not join associations. The association is a recent development, and in the beginning the associations have naturally sought the largest stores for members. It is less expensive for an association to serve twenty members, each with a volume of \$10,000,000, than it is for it to serve 100 stores with a volume of \$2,000,000 each. This is not only of the actual buying, but also of the service facilities offered.

The need for these service facilities is sure to be almost as great for the small store as it is for the large store, so the expense of providing them would be increased many fold in an association made up of several small members. This, in turn, would result in higher membership costs.

By way of conclusion, it is important to emphasize again that the advantages and limitations of co-operative association membership set forth here are those which have proved most notable in the judgment of those stores which have used or considered this service.

Colored Glassware

(Continued from page 144)

on, startled visitors with his use of bronze furniture in unusual forms.

In addition to the chairs and the consoles (which have marble tops), there are made today in wrought iron small occasional tables of various sizes. It is this occasional use of iron that is the forte of wrought-iron furniture. In a room of furniture of wood, and of types other than Italian, the use of iron, it lends an interesting note.

SIMPLICITY OF DESIGN

The adaptation of the technique and of design motives of the ancient art are made to meet the needs of the present. The scroll work of slender branches and delicate lines tinted with color now make up a screen for the oblique radiator. Even a metal telephone cabinet, raised on slender legs and with little doors to conceal the instrument, is now made, accompanied by a tiny chair.

A certain simplicity marks well-designed and properly constructed wrought-iron furniture. The joints meet completely, there is an absence of too profuse hammer marks, the metal is treated frankly as metal. Where there is relief and flower design, as on some of the console tables, the forms, while not a finicky imitation, suggest the character of nature. A brief visit to a museum, and some study of good examples of Tuscan or Roman work, will give any one a fair idea of the characteristics of good craftsmanship.

It is a good sign to find people interested in a craft that tried to cover up the marks of the tool on the medium in which it worked. Undoubtedly we are emerging from a period when mechanical perfection and a finish that strove to conceal all traces of the workman's tools were the unfortunate ideals.

Also, when we see a fine bit of industrial art we are, more inclined than heretofore to think of the man who designed and made it. Manufacturers and retailers in their advertisements give more or less direct credit to the craftsmen who planned the product. There are many designers in the various crafts relating to household furnishings who, encouraged by professional and amateur decorators, are now doing noteworthy work in the field of design. Such an artist is V. A. R. Prima Vera, who not only designs all that one concern produces in the way of wrought-iron furniture, but also, with his own hands, turns out of the molten iron the elaborate and difficult art.

Here is a true craftsman—one who plans and, if need be, executes the work. With the aid of many workmen he carries out his designs entirely by hand, he produces a chair, a table, a wrought-iron gate.

Prima Vera began working in iron when he was 12 years old, in Italy, and has been at his craft ever since. When he arrived in this country years ago, the demand for wrought-iron work inspired by the Renaissance was exceedingly small. But in the last few years—and this coincides with what has happened in some other crafts—the appreciation of this ancient art has enormously increased.

Census of Manufactures, 1925—Clay Products and Non-clay Refractories

The Department of Commerce announces that, according to data collected at the census of manufactures taken in 1926, the establishments engaged primarily in the manufacture of clay products and non-clay refractories reported for 1925, a total output valued at \$447,670,009, an increase of 2.7 per cent as compared with \$436,034,290 for 1924, but a decrease of three-tenths of 1 per cent as compared with \$448,834,938 for 1923.

The value of clay products and non-clay refractories for 1925 is made up as follows: Brick, tile, and other clay products except pottery, \$314,976,773; pottery, \$112,018,500; non-clay refractories, \$20,364,431. The percentages of increase or decrease which these values represent as compared with the corresponding figures for 1924 are, respectively, 5.0 per cent,—5.1 per cent and 12.9 per cent.

Summary statistics in regard to wage earners, wages, cost of materials, and horsepower will be published later.

The statistics for 1925 presented herewith are preliminary and subject to such correction as may be found necessary upon further examination of the returns.

TABLE 1.—CLAY PRODUCTS AND NONCLAY REFRAC-
TORIES—NUMBER OF ESTABLISHMENTS AND
VALUE OF PRODUCTS FOR THE UNITED
STATES: 1925, 1924, AND 1923.

	1925	1924	1923	Per cent of increase or decrease (—) 1924-1923 1925 1924	
Total value of products	\$447,670,009	\$436,064,290	\$448,834,938	2.7	—2.8
Clay products:					
Number of establish- ments	2,376	2,353	2,287	0.9	2.9
Value of products ..	\$426,995,273	\$417,976,669	\$427,764,526	2.2	—2.3
Brick, tile and other clay products ex- cept pottery:					
Number of establish- ments	2,026	2,023	1,983	0.1	2.0
Value of products ..	\$314,976,773	\$299,961,684	\$312,813,459	5.0	—4.2
Per cent of total clay products ..	73.8	71.8	73.1
Pottery:					
Number of establish- ments	350	330	304	6.1	8.6
Value of products ..	\$112,018,500	\$118,014,985	\$114,951,067	—5.1	2.7
Per cent of total clay products ..	26.2	28.2	26.9
Nonclay refrac- tories:					
Number of establish- ments	40	59	59
Value of products ..	\$20,364,431	\$18,030,621	\$20,694,059	12.9	—12.9
Other non-clay products:					
Value	\$310,305	\$57,000	\$376,353	444.4	84.9

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Glass Co.
Washington, Pa.

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Fine Table Glassware

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Joseph Tomkinson,
1104 Arch St.

E. B. Hill,
Factory Representative
Washington, Pa.

Art in Industry: What Is the Value of Design?

By RICHARD F. BACH
Of The Metropolitan Museum of Art

IN a volume of Thackeray appears a caricature of Louis XV. consisting of three juxtaposed portraits showing the king fully clothed, then the clothes without the king, and, finally, the king without the clothes, thus presenting a disquieting sense of subtraction. Were it not a caricature, the illustration would have no value for us here. But as it is, the fact that so little is left of the exalted personage after he has been divested of all embellishment seems to emphasize our point that without design the object of art loses its identity, becomes something else, belonging in another world. For here we had royalty with all appurtenances, the right to gamble away taxes, pension courtesans and make out of hand new "periods" of furnishings, and were the cadaverous semblance of something less than the meanest subject in the realm. In that instance design was the whole thing. It may have been a mistake of art to make a king out of territorial stuffing well garnished with lace, but surely design was a powerful factor. There is something ludicrous in the conception that an object may consist of so little material and so much design, but the fact is that the tailor made the king and the work of the tailor is industrial art. What was the worth of design in that case? What is design worth in a similar case today?

The side street tailor who requires your coat can figure the cost to you down to a fraction of a cent. He adds up the outlay for material and his time, allows for overhead and doubles the total (if you object to having it tripled) to make sure of his profit. If he be so inclined he can figure even the cost of thread, though he uses but six inches on the job in hand. He can analyze his overhead on the basis of number of minutes he used the gas heater for his iron and the electric light for his front window while at work on your coat. Of course, he does none of this; he doesn't know what cost accounting is and probably doesn't want to. But his work for you is as clear and definite a thing as is wiping a joint for the plumber or running out stock moulding for the lumber mill. The calculation is simple because *design* has not formed

part of the consideration.

But suppose the tailor is making a coat from new material. The problem is utterly different. He can again figure his labor and material and overhead, but he has one thing more which he cannot place because it permeates the whole. This is *design*. He must now create a coat, produce a coat where before there was only material and equipment and potential skill. He cannot apply design like braid or buttons at so much per bolt or cord, nor can he saturate the work with design as with a dye, although that is the nearest equivalent in actual process and resultant effect.

Design is not a single item; design more nearly resembles a mathematical factor. The whole product means materials plus labor multiplied by design. Remove the factor of design and you have no commodity left, only the unmixed ingredients. A handful of notes thrown at a staff is a discord; the same notes arranged according to an intention of the mind is a harmony. The difference is *design*.

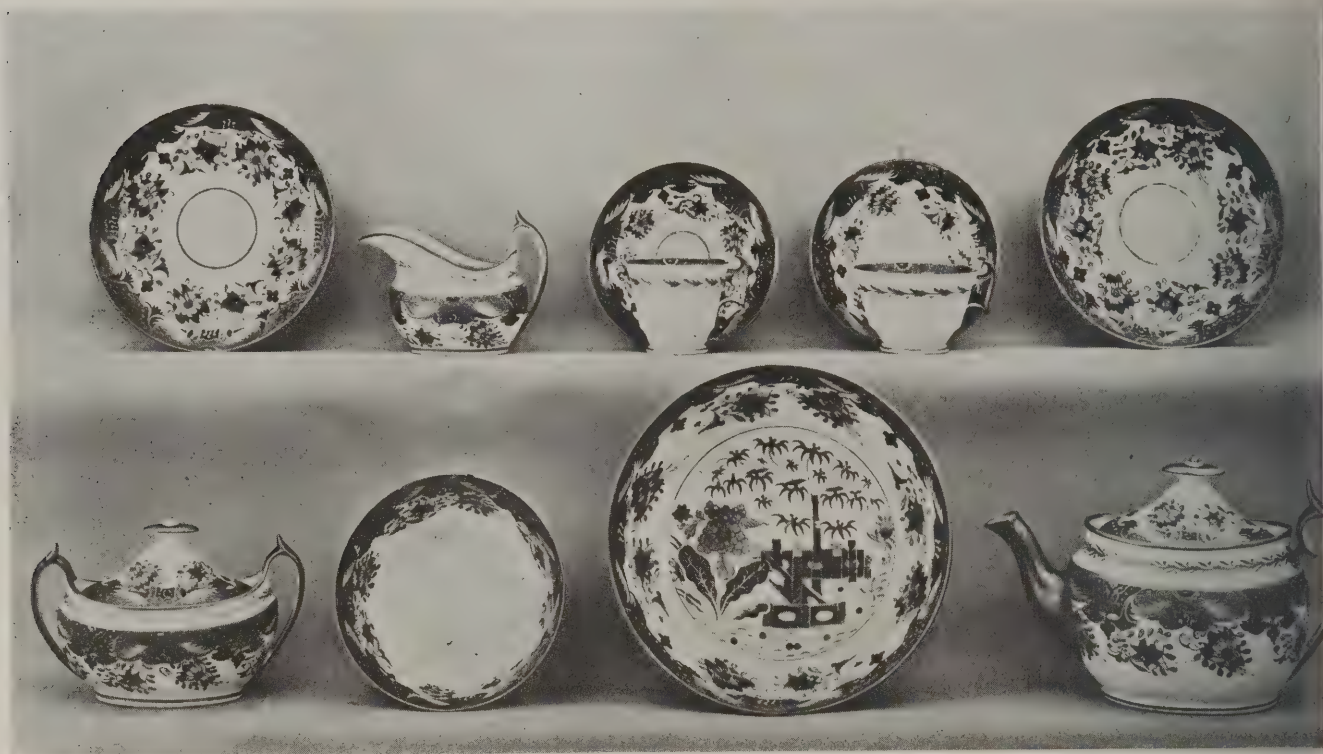
A gob of clay is lifeless, inert, and of no more than raw material value; a pitcher made from it is, or should be, useful and attractive. Again, the same clay in the hands of a master may result in a priceless piece of unparalleled craftsmanship, the envy of ages and of fabulous influence in the advance of the whole craft. And the same clay, in quantity, may produce cups and plates and bowls for a million American homes, color the lives of countless adults and help to shape the ideals for a myriad growing children.

In each case the agency that registered the great effect was design.

Every dollar's worth of sheep's wool is worth a dollar fifty when it is ready to use for woolens. In the form of woolens the dollar's worth costs \$2.50, and in the form of clothing the original dollar has grown to six dollars. It is *design* that, in varying degrees, makes the difference all along the line. Design is involved when broad material is made from raw wool, though this is chiefly a mechanical operation. Artistic design comes into play when the woolens are made into clothing. And that is where the



French tobacco jar of the eighteenth century



Designs used on Spode English ware, 1800-1830

great increase in the value is recorded. Skill of manipulation by itself results in duplication or in merely aimless virtuosity unless controlled by art, in which case it becomes *design*.

Need we add to the instances? There is a heap of materials that may be just remnants, yet out of them the millinery designer will evolve a subtle means of reducing the tired business man's fatigue. Design in this case is more or less two-edged (in the analogy of the "designing contractor"), but in its artistic phase it has added over five hundred per cent in terms of honest effort to the value of the remnants with which we began.

And at the other extreme we have the line at one end of which is a lumber pile and at the other a Colonial dwelling by McIntire, or at one end a few pigs of iron and at the other a pair of gates by Samuel Yellin, or at one end so much fluid glass and at the other a tonic for the eyes in the form of an array of Louis C. Tiffany's recent work in molten color, at one end the clay pit and at the other the ware designed by Frank Holmes.

Does all this give us an inkling as to the cost of design? What is the value of Tiffany's time, of Yellin's, of Holmes', or, say, of MacLachlan's in furniture? Some of these leaders in the field of design receive salaries, but the salaries are merely an arbitrary valuation that the balance sheet demands. They are not the cost of design in the product.

For instance, a furniture design appears first in a drawing. In other industries the drawing follows the design instead of preceding it. The drawing may suggest the design; combined with the working drawings it gives a clear enough conception of the piece intended. Yet the table, let us say, is to be made at Grand Rapids to the

extent of 250 at a time. The drawing would seem to carry considerable responsibility. A good designer goes to the factory. He can stop the work at any point if it is not going right, drawing or no, because he knows the material and its behavior. Especially does he need to be in this in connection with the finishes, which of course drawing cannot hope to reproduce.

Perhaps we are asking too much of one designer. Knowing the fine results of our leading designers, we hesitate to admit that we are importunate. But the value of design takes on a new meaning seen in this way: it achieves a more human and personal value which is in a class with the virtues of daily conduct.

A psychologist may determine your reactions to a number of tests, but he cannot arrive at a coefficient of, say, matutinal grouch (if you happen to be a night city editor or a sales manager, by way of example) which will control your reactions, or a coefficient of irresponsibility if you happen to be a flapper. Because these are ingredients or factors of character that will affect all reactions and all parts of them in varying ways and proportions that cannot be detected. So it is with design. It is the making or breaking of an object of art. The same brushes and palette may produce the formless inanities of the unregenerate vorticist or apostle of Da-da and also the living force of Luks, Henri, Melchers, or La Farge.

But the maker of the design in sober fact becomes the maker of drawings. In some art industries this is the case as in certain branches of garment design. Then we find in addition a "draper" who is not a designer and cannot command a designer's salary. A fine designer of quantity-made dresses may earn \$10,000; a draper who is adept in handling materials to express the designer's

on can command a maximum of half that sum. In same costume house there is probably another design, the styler, who determines in general the kind to be made, because he knows what will sell. He master of the other two. Neither the designer, the r, nor the styler may be able to draw. Drawing in is only a means to an end; and often it is regarded end itself.

we may set down the salaries of designer, styler, r, of the designing staff and the cost of designing materials, rent and overhead, and yet fall short of the value of design in the product, while seeming to put an actual value or a traceable cost. Any figure ed in this way is bound to be false, for the reason that all our calculation the dress remains broad silk, the ure only lumber and the china only clay, without n.

tain cotton goods by the yard may have its uses, but comes cretonne only after the printing on of a pat- a process which, incidentally, adds 125 per cent to value. Too often have we found this reasoning fol-

d: Purchased one gn at \$25; printed 0 yards; cost of de- g, less than .0032 e yard. Design can't e worth much at that ar! The reply is ar: Remove .0032 ers worth of design n any yard at ran- o; what now is the e of your cretonne? a matter of fact, the n design, if it is an gteen-inch repeat, ap- ers twice or even four ns in every yard. l manufacturer must

lw for not only the paltry \$25 for drawing, but, in ct cases, for the making over of the drawing to make able for the purposes in mind; for the working draw- g, where such are needed, for the endless complications f manipulations of looms, or printing machines, or alward card punching machines, which are all controlled y the design, and this in addition to the normal cost of tr, material, equipment and overhead.

o such considerations explain the cost of commodities e industrial arts? To calculate the cost of design is kreckoning the cost of kindness; it is an ineffable qual- ylike good will in business. You may think you can etit down on paper in dollars and cents; in fact, you e assign it an arbitrary value in percentage of general rduction costs, if you like and as business men do to atify banks and boards of directors.

he engineer erecting a bridge knows the strength of i steel and can determine to an ounce, barring material as, the load which his structure will carry. Yet he multiplies his required materials by a factor of safety, so his structure will be that much stronger than the

maximum load it is destined to take. His work is good in proportion as it is both useful and safe.

In industrial art, the designer's work is good in proportion as it is both useful and attractive. The design he uses operates as just such a factor of safety, by which the carrying power of his raw materials is enhanced.

Detroit Reports Increased Volume

Retail trade in Detroit is entering a normal holiday period, Jay Grinnell, of Grinnell Brothers and president of the Retail Merchants Association, declared recently in the *Detroit*, the official publication of the Chamber of Commerce.

"Current business shows a well-defined increase over the corresponding season," he continues, "of last year, with prospects of satisfactory trade for the remainder of the year.

"Comparisons of current business with that of last fall, predicated on a basis that the 1925 holiday season was normal, are misleading. Last year at this time abnormal

conditions prevailed. The automobile industry started 1925 in a conservative manner, increasing its volume as the year progressed, with result high employment totals as the end of the year approached. With more than the normal number of men employed, the retail stores enjoyed a correspondingly abnormal increase in trade.

"This year, however, the big factories in the city followed a normal

trend of production, with a usual and anticipated gradual recession during the fall months. Employment figures followed the lines of the production charts, which has always been the case.

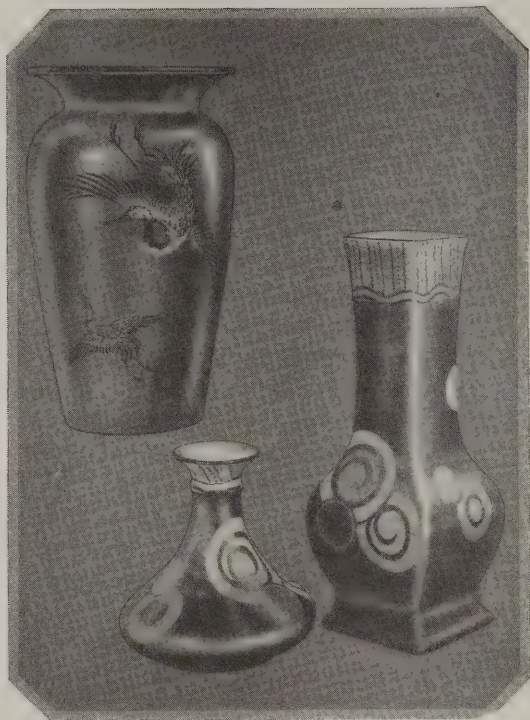
"To keep retail sales at or above the corresponding period of a year ago has required more intensive effort on the part of sales organizations. Therefore an equal sales volume with the holiday period of 1925 reflects substantial progress, considering the return to normal in local economic conditions.

"Individual stores may show more than average increases due to additional merchandising facilities, either in the way of more space or the establishment of departments with new types of merchandise.

"The country at large is enjoying sound prosperity. Merchants throughout the United States are operating their affairs along sound merchandising policies. The current practice of maintaining and rapidly turning over reasonable inventories has brought about a more even flow of production, with a consequent flattening out of the curve denoting manufacturing output."



Unique designs in glazed earthenware of André Methey, French, Twentieth Century



Shelley Fancy Goods

SINCE we first brought out this line a year ago the demand for it has been growing at a most unusual rate, because of the fact it brings a real profit to the dealer who sells it.

This year we have new shapes and designs to offer which will make it still more profitable. In striking colors and attractive shapes, these various vases, jars and other items catch the eye of the customer and produce many added sales for you.

Burleigh Dinner Ware

BURGESS AND LEIGH, Ltd., of Burslem, England, are the makers of this striking dinnerware line. Aside from the ultra-modern this factory is supreme in greatly-prized old, quaint shapes and prints of the early American period. No wonder that their products have come to be known as "the goods with a reputation." The Excelsior shape shown here comes in a number of the most charming decorations. The ivory body of this earthenware still further enhances its beauty.



FRED C. REIMER COMPANY

Importers of China, Glass and Art Goods

49-51 West 23rd Street

New York City



Theresienthal Glass

The Fastest Selling Line in America

FOR a number of years, dealers have told us that the Theresienthal Glass which we have brought out from this factory, has been their most popular and successful glassware. And faster sales bring increased profits. For 1927, we are offering many new shapes and designs in Amber, Ruby, Green, Yellow, Amethyst, Blue, Rose-Du Barry, etc.



When you see this trade-mark on chinaware you know that it has come from a factory which for more than a century and three-quarters has specialized in the finest products of its kind.

FUERSTENBERG CHINA

To our already unexcelled list of leading factories which we represent in the United States and Canada, we are pleased to add Fuerstenberg—conceded to be one of the outstanding manufacturers of German China dinnerware. You will be especially interested in seeing their new Richmond shape, one of the finest ever introduced to the American market.

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New York City



Schierholz Dresden China

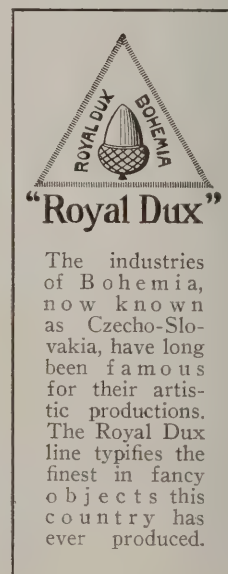
The Line Supreme in Old Dresden



DO not fail to see the display of Schierholz creations in our New York Showrooms. To the lover of fine china, it will prove an inspiration. While the execution of each piece in its every detail is nothing short of marvelous, the best point about it, so far as the dealer is concerned, is the fact that it has proven one of the biggest profit-making lines in the china business.

ROYAL DUX

There is such a wide variety of pleasing numbers produced by this Bohemian factory that you will find them ready sellers among all classes of customers. Royal Dux statuary, animals, vases, jardinieres, ash-trays, bon-bons—just to mention a few—have an appeal to the customer who is seeking to select a gift for others or an ornamental piece for her own use. Royal Dux furthermore is priced so it will prove unusually profitable for yourself.



The industries of Bohemia, now known as Czecho-Slovakia, have long been famous for their artistic productions. The Royal Dux line typifies the finest in fancy objects this country has ever produced.

FRED C. REIMER COMPANY

Importers of China, Glass and Art Goods

49-51 West 23rd Street

New York City

Cincinnati Department Store Has 10 to 5 Hours

After Eleven Months of New Schedule the John Shillito Company States That the Innovation in Hours Has Met With Approval From All Sides—Leads to Economies in Store Operation

THE plan of operating a department store on shorter hours during "peak business," put into effect by the John Shillito Co., Cincinnati, of 7th and Race Streets, on December 16, 1925, and now nearly a year old, has passed from the experimental stage, and is being viewed as a very successful venture by the officials of the company.

The "10-to-5" system of the John Shillito Co. is not new in Cincinnati, as the Windhorst Company, an uptown store, at 12th and Main Streets, has been operating on a "10:30 to 4:30" schedule very satisfactorily for about three and a half years, having inaugurated their short-hour system on March 1, 1923. There was, however, considerable doubt in the minds of the executives of the downtown stores whether the Windhorst plan could be operated in a downtown department store, since the Windhorst concern does more or less of a "locality business," and this store also caters to stout women, doing about 50 per cent of their volume on this type of selling.

When the John Shillito Company instituted their "short-hour" schedule, and made many adjustments in store operation to meet this schedule, the experiment naturally attracted considerable attention, and the change has been watched carefully by all those interested in the move toward shorter hours and by the business men who are alive to the change in methods of department store business due to traffic and parking regulations. The officials of the John Shillito Company are now very enthusiastic about their "short-hour" schedule and, after nearly a year of actual operation, they feel that the plan is a great success and the method of operation is meeting with the approval of the salespeople, all the various employes of the company and the clientele, who, after all, are the ones to be pleased. Records of the company show a general speeding up of business in all departments through the store under the new "short-hour" basis and business under this new system of operation

has shown an increase generally throughout the store, which, of course, speaks very well for the entire system.

According to R. E. Galloway, vice-president of the John Shillito Company, and one of the enthusiastic boosters of the "short-hour" plan, the cut in hours was put into effect on December 16, 1925, right in the height of the Christmas rush. The usual "teaser campaign" denoting any change or great event was not used, neither was there any great amount of publicity given to the change in hours of the store. Before December 16, 1925, the

store hours were from 9 A. M. to 5:30 P. M. So the change made was indeed a radical one—from 10 A. M. to 4:30 P. M.—thus cutting off an hour in the morning and an hour in the evening. A few newspaper advertisements announce the change about two two days in advance and the regular advertising of the company also carried announcements in an ordinary way, advising the customers of the company and the general public of the change in hours. The salespeople were informed by their department heads in a casual way. The entire thing was handled in a quiet fashion, for the officials of the company wanted to see the effect of the change on the salespeople and customers and then carefully work out a plan that would suit all concerned.

The change was therefore watched and checked very carefully during that Christmas rush. The volume of business done on the "short-hour" plan during that Christmas rush was greater than the volume under the old plan in 1924. The salespeople were well pleased with the shorter hours during that period, as it gave them more time for themselves. Nevertheless, the executives discovered a number of wrinkles in the plan that had to be ironed out. The downtown merchants of Cincinnati as well as merchants in surrounding cities, who heard of the Shillito change of hours, watched the store carefully during the first few weeks of the "short-hour" plan, for any ill effects on business or if the public were making comments

WHAT "SHORT HOURS" MEAN

WHEN the John Shillito Co., in Cincinnati, announced that it was going on shorter hours—that it would open at 10 o'clock in the morning and close at 5 in the afternoon—merchants generally were skeptical of the innovation. But eleven months of operation under this plan have shown that, instead of decreasing business, the shorter hours actually increase it, and that, among the economies of operation noted, are:

A 50 per cent cut in labor turnover.

The attraction of better salespeople and more efficient help of all kinds.

More and better work on the part of the salesforce.

Complete elimination of "short-time" or extra sales help.

Reduction in the overhead cost of lighting and heat.

Both the John Shillito Co. and the Windhorst Co.,—which has been operating on a 10:30 to 4:30 schedule for three and a half years—find that the major portion of their selling is done between 11 o'clock and 3 o'clock, and that the public can be so educated that even early morning or late afternoon shoppers can be taught to buy at other hours of the day.

on the change.

On December 26, right after Christmas Day, the company instituted another change in time—from 10 A. M. to 4 P. M.—thus cutting off another half hour of the afternoon. This new change of time was checked carefully by the officials of the company and it ran along until the middle of January. In the meantime the company kept adjusting various departments of their business to meet this schedule of hours. Many new stunts were tried out and several new departments were put into operation. After two months of experimenting with the closing hour, the time was moved up to 4:30 again. This closing hour was kept on for a while and then the officials found that it was very hard to get customers to leave the store at 4:30. This condition then led the officials to advance the closing hour to 5 P. M. At 4:30 the salespeople get ready to leave their departments and at 5 o'clock the leaving bell is sounded throughout the house and the employes leave promptly. The hours were then fixed at 10 A. M. to 5 P. M. and they have remained that way.

The reaction on the salespeople and the employes of the company is interesting. The salespeople arrive at 9:30 A. M.—the clock is pulled at 9:50. At 10 o'clock they are ready to wait on the trade and practically every day they are busy right from the start. Under the old system the salespeople arrived at 8:30 and they were ready for customers at 9. Opponents of the "short-hour" system claim that many of the salespeople have had to readjust their entire living program to fit in with the new scheme of things, and that the extra hour gained by the salesperson is not of much benefit to him. For example: A family consisting of two school children, the salesgirl and mother and father all eat breakfast together, under the old system when the salesgirl reported for work at 8:30. This family lives in the suburbs, which means that the salesgirl can eat breakfast with the rest of the family—the father, who drives her downtown on his way to work, and the school children, who are due at school at 8:30. Under the new system the salesgirl no doubt eats breakfast at the same time and misses her ride downtown or she gets up later and disrupts the schedule of the family operation. Other personal matters are also brought up by opponents of the "short-hour" schedule, but these are more or less trivial and can be adjusted satisfactorily by the individuals.

The best proof, however, is with the salespeople themselves—they like the new system. The main thing the officials of the Shillito concern had to contend with originally was the working out of the lunch period. Every person employed in the State of Ohio is entitled to a half-hour lunch period. This is a law of the State. A thorough check on lunch periods by the officials of the company indicated that the average person eats lunch in twenty-three minutes. The thirty-minute lunch period is not, therefore, a hardship on the salespeople and employes of the company, especially since the company operates its own lunchrooms and cafeterias. This thirty-minute lunch period is rigidly enforced. The employes cooperate well and, during the eleven months that the "short-

hour" system has been in operation, with the thirty-minute lunch periods, there has not been one complaint lodged with the officials of the company.

A systematic survey lasting several months, before the new schedule of hours was put into operation, showed that the peak business of the John Shillito Company was between of 11 A. M. and 3 P. M. in practically all the departments. It was also found that nearly two-thirds of the sales force was out to lunch at this time under the old system. Before the "short-hour" plan was put in a great number of short-time salespeople came on at about 11 o'clock and worked through to closing time. Many extras were run in here and there throughout the store during the afternoon as well. The new 10-to-5 system keeps over 90 per cent of the sales forces of the company on the job from 11 A. M. to 3 P. M.—the peak period in most of the departments. That is the real big idler back of the entire system and the new schedule of hours.

More than 90 per cent of the salesforce take their half-hour lunch periods before 11 and after 3. The short-time salespeople have been eliminated completely. No extras are employed under the new schedule of hours. All the employes of the John Shillito Company are now full-time people on the job from 10 to 5. In a few cases, the general rule on lunch periods had to be suspended, manager and buyer of the shoe department does his big business from 2 P. M. until 5 P. M.—the closing time. It would be suicide for his business if he carried through the general rule put down and sent his salespeople out to lunch after 3 P. M. He gets his force out between 11 and 3. In such cases, the department heads confer with the officials of the company and the change in lunch periods is made accordingly.

During a recent anniversary sale, the 10 A. M. opening hour rule was suspended for a period of nine days and the store opened at 9 o'clock, the same hour as the old schedule. A check on the sale business during the hour from 9 to 10 A. M. showed that opening at the earlier hour paid well for five days of the sale and business during 9 to 10 for the other four days did not justify the change in hours. The opening hour may be put back to 10 o'clock on such anniversary sales or special events in the future, but, according to Mr. Galloway, this has not been decided on definitely and the 10 o'clock rule may remain in force.

That the 10-to-5 schedule of hours is attracting better salespeople and more efficient help is evident from the applications coming into the offices of the superintendent daily. The turnover of help since the new system has been in effect has been cut in half. Salaries have not been changed anywhere and, according to the reports of the officials, the regular sales force has been maintained to its average strength in numbers. The same vacation period—one week with pay if employed for one year and two weeks with pay if employed for two years or more—is in effect as always. The store closes all day on Saturday during July and August as it did before the new "short-hour" schedule was put into force.

The general business of the Shillito store has increased under the new plan of operation. All the departments have been doing a better business and the salespeople have speeded up and are actually doing better work. The cut in overhead due to lighting and heat on the "short-hour" plan has also represented a substantial gain for company. The elimination of the short-time salespeople and extras has cut down the cost of selling and doing business considerably and now all the selling is being done by full-time people in an efficient manner. The cost of the nonproducing type of employees, such as the firemen, porters and delivery men, is the same as under the old system, but from all indications there will also be a reduction in this type of overhead cost in a short time, when the "short-hour" schedule is worked into and through the various departments of the store more thoroughly. At present the firemen and porters work eight hours, coming in at 8 o'clock instead of 7 o'clock as under the old system. The delivery room is handled in two shifts—one shift coming on at 7:30 A. M. and leaving at 1:30 P. M. and the second shift coming on at 10 A. M. and leaving at 5 P. M. when the work of getting the deliveries in shape for the early morning shift is completed. This method so far has been found satisfactory.

The John Shillito Company, under its plan of operation, demonstrates in a decisive fashion that a downtown department store can cut down overhead and increase its volume of business under a "short-hour" system just as well as the Windhorst Company, an uptown department store, has been doing for over three years. Here and there a woman who drives her husband downtown to his office and wants to shop early registers a complaint about the store not being open earlier than 10 o'clock. However,

these complaints are now very rare and the public has accepted the 10 o'clock opening as an accepted fact. A thorough survey conducted by the Windhorst Company for eighteen months before the "short-hour" schedule was adopted, and carefully rechecked from every angle by John Nagel, vice-president and general manager, showed that:

1. Seventy per cent of the daily sales were made between 12 and 4.
2. Only 10 per cent of the sales were made between 8:30 and 11.
3. Only 10 per cent of the sales were made between 11 and 12.
4. The remaining 10 per cent of sales were made between 4 and 5 P. M.
5. From 1 to 4 the sales increased progressively each hour at about the rate of 7 per cent.

The John Shillito Company found that the majority of its volume was done between 11 and about 3 P. M., and the Windhorst average for the early business and late afternoon business was more or less the same. Both houses found that the public could be so educated so that the greatest buying would be done in the peak period and even the early morning or late afternoon shoppers could be taught to buy during the peak period.

What is true in an uptown store is more or less true in the downtown department store. Both the John Shillito Company and the Windhorst Company are successfully operating on their respective short-hour schedules and the officials of both companies are very enthusiastic as to the results in business and the all-around co-operation of their employees and the public.

Bankers Begin Talking About Slack Business

Unfavorable factors are developing on the business horizon, according to the view of the *American Bankers Association Journal*.

"After the talk of prosperity for so long," the statement reads, "we find the situation now hangs in the balance and at the moment there is not sufficient evidence to decide whether the trend has definitely turned downward. "This does not mean to infer that anything very serious has taken place so far; on the contrary, the wheels of production and trade are moving faster and more smoothly today than ever before. There seems good reasons, however, to believe that some of the key industries have been operating at a higher rate that can be kept up indefinitely and that we are destined to have somewhat less active business during the next year or so than prevailed during 1925 and 1926.

"There are no reasons for the belief that a major business depression is imminent.

"If the slack occurring in this line and that can be taken up by merely allowing the industrial machinery to slow down slightly, it will not be long before a workable balance is restored.

"In building construction we are surely coming closer and closer to the time when the persons who have been predicting the end of its boom for so long will have their prophecies fulfilled by facts and figures.

"The automotive industry continues to give a good account of itself and apparently is too busy to listen to all the unfavorable things that are being said about it by outside bankers and economists. Concerning rubber and oil it may be said that these two allies of the motor industry are both in a satisfactory condition.

"Of the unfavorable factors referred to, the fall in cotton prices has attracted the most attention. It has been variously estimated that the consequent loss to the cotton producers will be several hundred million dollars, the present prices are below the cost of production and that many growers will not even recover the value of seed and fertilizer purchased.

"The misgivings concerning the outlook for business have been supported by the recent unsatisfactory action of the stock market. While many stocks have been working lower since August, the decline did not become general until last month."



FRENCH CHINA OF DISTINCTION

TRADE-MARK



ON WHITE

New Shapes in
SERVICE PLATES
DINNERWARE

SHORT LINES

TRADE-MARK



ON DECORATED

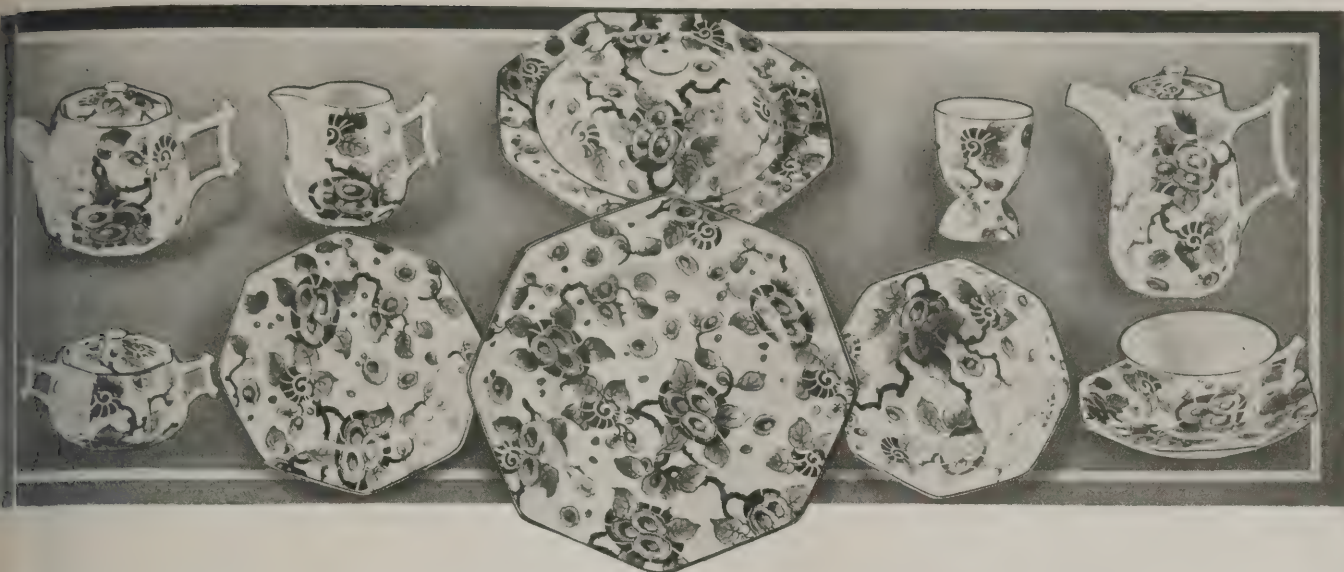
A number of New Ivory Patterns for
delivery from our New York stock

VOGT & DOSE

14 WEST 23rd STREET

NEW YORK CITY





REGAL WARE

REGAL POTTERY CO.

Cobridge, Stoke-on-Trent, England

High Grade Earthenware in

DINNERWARE

TEA WARE

FANCY WARES

On White and Ivory Body

New open stocks in all the above for
immediate delivery

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NEW YORK CITY



TRADE-MARK



TRADE-MARK



To Make Extensive U. S. Market Survey

RETAILERS are to have representation on the new Central Committee on Market Research now being organized.

The conference held at Washington recently which will result in setting up the Central Committee as a permanent institution did not give quota to merchants as such. Instead, the management of the new project at this first mass convention was left in the hands of leaders in the compilation of market information instead of in the hands of leading users of market data. Magazines, newspapers, advertising agencies, universities, the Federal Government, etc., were all given spokesmen in the preliminary organization. But not a voice for the merchandising contingent.

It has been 'all too clear, however, at the conference and at the meetings which have followed it, that retail and wholesale operations present some of the most pressing problems upon which marketers in all lines are clamoring for information. Indeed, on the floor of the conference there were insistent demands that a study be made of the effect of hand-to-mouth buying, chain-store competition, etc. And there was the keenest curiosity as to the future of retailers in the small cities and villages. Several delegates indicated that in their opinion, the big question of the hour is that of how far the growing domination of the big trade centers is to spread and whether it will result in village stores, crossroads, general stores, and other small retail establishments being crowded off the mercantile map.

In consequence of this, merchants will be given at least one seat and possibly two on the Planning Committee which, by direction of the conference, will be appointed in December and will take up the work of systematizing and standardizing market research. The committee will probably start with a membership of fifteen, but may be expanded to twenty-one. In the latter event retailers may gain an extra spokesman. In addition, they will have voices indirectly through the representatives of the newspapers and the advertising agencies.

One hundred sixty

In theory, the first job to be tackled by the new National Council on Market Analysis will be the formation of a "priority list" to indicate what are the primary and essential studies for a better understanding of consumer demand and public purchasing power in the United States. The idea in picking fundamental projects in this wise is to agree upon certain studies as being of common need and thereby induce all marketers to chip in on a common fund to carry these on co-operatively. Actually, the priority list program is likely to be shouldered aside by certain insistent issues much closer in their contact with everyday retailers.

Foremost of the projects which the recent conference passed along to the new Central Committee market "Rush" is the setting up of a standard formula for the exploration of the United States in terms of "marketing areas." Up to this time virtually all statistics gathered by public and semipublic agencies in this country have been in terms of political divisions or administrative divisions, such as States, counties, townships, etc. Every merchant knows that trade does not pay attention in its flow to such boundaries. Instead, it was brought out at the conference that there are fifty-three cities in the United States in which the immediate trade areas extend beyond State lines.

In chorus at the conference and in a heavy correspondence

poured upon Washington since that gathering, there has been insistent demand that something be done to line up market studying in the United States in terms of trading areas. Marketers say that the census and other institutions already give them plenty of information on where people live in the United States. What they want now is more information on where people buy. For example, to what extent the development of automobile transportation (private cars and bus service) is causing rural population to go past their former sources of supply in town or village and do their shopping in the larger trading centers.

Another thought, new to most of the participants in the conference, is that the time has come to visualize retail marketing areas, not alone, in geographical dimensions.

TO CHANGE METHODS

METHODS now used by the Domestic Commerce Division of the Department of Commerce in compiling market information are almost certain to be reorganized in the next few months. The first step in that direction was taken in Washington recently when Secretary Hoover appointed an Advisory Committee of fifteen business leaders representing merchants, wholesalers, manufacturers, advertising agencies, publishers and Federal economists, to co-operate with officials of the Department of Commerce in setting up a standard formula for plotting the entire country in terms of "marketing areas."

Out of this study it is expected that business firms will be able to visualize retail marketing areas not alone in geographical dimensions but also in the varying terms of the commodities merchandised. Another task to be undertaken by the Advisory Committee is securing definite information on the purchasing power of families with incomes in excess of \$2500 a year, that sector of the American public characterized by A. Heath Onthank, chief of the Domestic Commerce Division, as the "big upper group" of our buying population.

Glass Prophecies for 1927

We believe that the demand for VEBO and KOSTA SWEDISH CRYSTAL will increase for several reasons:

The beautiful shapes and snappy designs, the *quick deliveries*, which count for so much in these days of rapid turnovers, the large stocks of the best patterns carried in New York and always on hand when wanted.

*These Factories Have Made
our Lines the Most Popular
on the Market*

Will Colored Glass Continue To Sell?

Yes more than ever, our 1927 line looks like a flower garden in June, all the colors of the rainbow and such new ideas in optics, making the colored crystal so scintillating that it has only to be shown to be sold.

As for Rock Crystal

The good old KOSTA factory nearly 200 years old has made for us wonderful new shapes and we are now showing several hundred different ROCK CRYSTAL decorations.

Truly 1927 is going to be a great glass year.

*Be Sure to See Our
Samples Before Buying*

*All our new designs,
shapes and optics are
protected by 14 years'
patents.*

*All our new designs,
shapes and optics are
protected by 14 years'
patents.*

J. H. VENON, Inc.
104 Fifth Avenue
New York

but also in the varying terms of the commodities merchandised. This new doctrine is that, regardless of the part of the country affected, the "marketing area" of a given trading center will be different for "convenience goods," such as food, drugs, etc., from "shopping lines," such as wearing apparel. Furthermore, every important trading center has subservient to it a trading area where it will inevitably get most of the business in shopping lines, while outside that dominated zone there is a wider circle within which the above-mentioned trading center will command only a part of the trade in shopping lines; the remainder of the business in shopping lines flowing out to other markets.

Officials who are busy canvassing the country for representative men eligible for committee service and, at the same time, are fashioning a tentative platform for the new committee tell the *Retail Ledger* that it will be almost impossible to meet the demand of the retailers who have asked for a hard and fast definition of a "trading area." They suggest that in all likelihood the problem will be resolved into, say, four types of trading areas. The first would comprise cities exceeding 100,000 population. The second would be made up of the 25,000 class. Towns of 5,000 population would make up a third species. The fourth would take in the villages and hamlets.

One of the first tasks facing the Central Committee is the need for more definite information on the purchasing power of families with incomes in excess of \$2,500 per year. It was insisted that retail sellers have not been informed as to the extent to which the continued prosperity of the United States has boosted incomes. One guess was that fully 60 per cent of the population now have incomes in excess of \$2,500. This estimate was challenged. But, anyway, there is belated realization at Commerce headquarters that too much attention, statistically speaking, has been devoted to the "other half" of the population which has incomes under \$2,500 and that there has been left uncovered what Director Cathank, of the Division of Domestic Commerce, characterizes as "The big upper

group, equal in size to the lower group and with much more to spend."

Arrangements are being made to acquaint Congress, at the very beginning of the session, with the unanimous expression of the Market Research Conference that the most pressing need and most immediate need of business America is a census of distributors. Desire will be indicated that if a distribution census is authorized the enumerated retailers shall be classified not only by grades and commodity lines but likewise by geographical distribution, down to towns or counties or perhaps even to "neighborhoods" as units. Meanwhile, inquiry is to be transmitted to the Census Bureau as to the possibility of further refinement of the figures of the present manufacturers' census to the end that the cost of distribution be separated from cost of production and that the former be analyzed to show, in percentages, the relative cost of distribution through wholesalers and direct to retailers.

Provides Privacy for Advice on Gifts

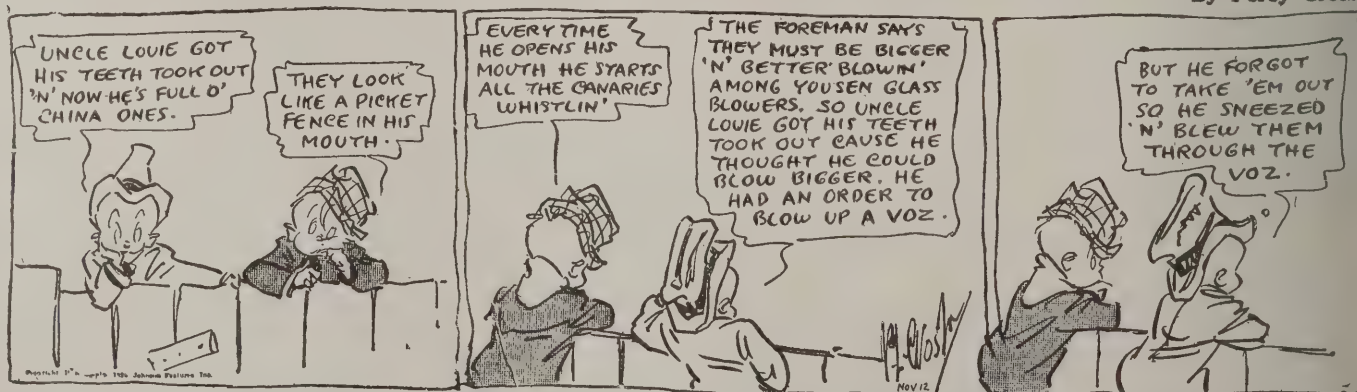
Lord & Taylor is doing a real job this year in providing a special gift advisory service to its patrons. Two rooms have been set apart at the rear of the main floor where customers can visit the bureau staff and discuss gift buying without being distracted by the presence of shoppers.

The store had this to say in announcing the special service:

"The Christmas gift problem will be expertly, conscientiously and artistically solved by our special staff. Whether you are looking for a Della Robbia (and in our collection of antiques and reproductions on the eighth floor we have one of the finest in existence) or a pair of modestly priced silk stockings, you will find courteous, interested service. Men seeking gifts for women and women seeking gifts for men will find this service particularly helpful to them."

SKIPPY—He Tells the Tale of a China "Voz."

By Percy Crosby.



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Overlooking Madison Square, "Where Fifth Avenue Crosses New York's Main Street"

Haviland China

Is Now Installed in Its Modernly Appointed and
EASILY-REACHED NEW HOME
 1107 Broadway, at Twenty-fourth Street, New York

TRADE MARKS

It is a great pleasure for us to extend to our friends in the trade a cordial invitation to visit us in our new home which by reason of its very central location is accessible from all points. We are

Haviland
 France
 on white china

DECORATED BY
Haviland & Co
 Limoges

on decorated china

showing many new designs of
GENUINE HAVILAND CHINA for the Fall season which by virtue of their beautiful decorations and attractive shapes should not be overlooked.

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Manufacturers of Fine Quality, lowest priced Fancy China

*Tea Sets
Lunch Cups and
Trays
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Berry and Cake
Sets
Sugars and
Creamers*



*Open Work
hand painted
Dresden ware
and
white china
for
Decorating*

Tea Cups and Saucers for the Scheme Goods Trade

B·TOMBY & COMPANY
20 WEST 23rd ST. NEW YORK CITY
U.S. REPRESENTATIVES

Gebrueder Simson

Gotha, Thuringia



This well known concern manufactures nothing but

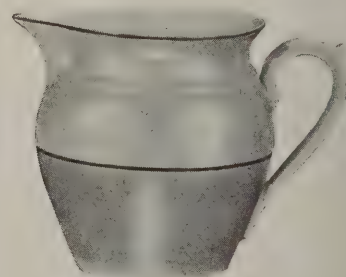
China Cereal Sets

in different shapes and in a variety of Plain and Lustre effects.

Quality High Prices Competitive

R. Kaempf

Gruenlas near Karlsbad



is known for his well selected good quality

Bohemian Jugs

which are his specialty.

Prices as low as any

lorenz Hutschenreuther A.-G.

Selb, Bavaria

The New Ivory Body China — Dinnerware

is no longer in the experimental stage with this factory.

The first trials were started early in 1925 and concluded some six months ago when the factory succeeded in making

Ivory Body China

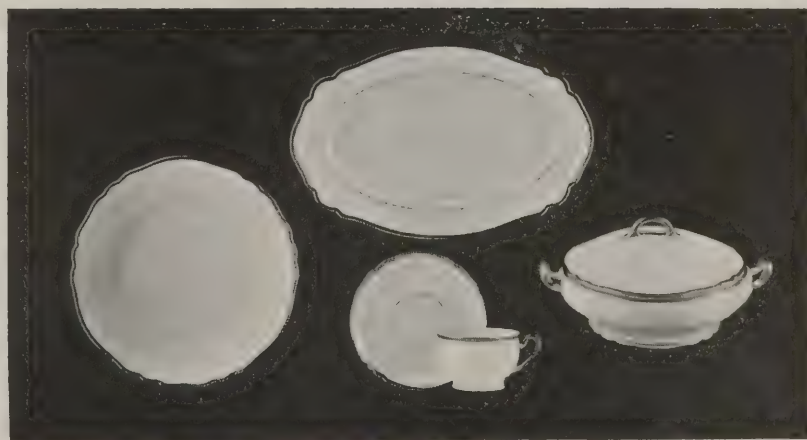
of a clear and uniform color which is

excelled by none



The New Nizza Shape Dinnerware

illustrated below was created to give that clientele something still conservative who has tired of the regular plain shape flatware usually offered in china.



Paul Mueller

Selb, Bavaria



B. TOMBY & COMPANY
NEW YORK CITY
20 WEST 23rd ST.
U.S. REPRESENTATIVES

Josephinen-Hutte

Schreiberhau, Silesia

Finest German Crystal



These illustrations are reproductions of antiques in vogue now.

Our lines of these reproductions are varied and extensive.



The Glass of this maker is well known in the American market

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*We carry a complete line of
 Bohemian Fancy Glassware*

Sommer & Zinke
 Teplitz, Bohemia

Villeroy & Boch K. G.

Factories at: Dresden Saxony and at Bonn Rhineland

Something new in V & B Dinnerware treatment



The plate illustrated above is of Ivory Body. The entire design is embossed, the leaves are in dark green enamel and the flowers in light blue enamel all under the glaze.

The price is no higher than is usually charged for multicolor stencil effects.

A large variety and the many odd items of tableware usually not found elsewhere make this line most attractive.

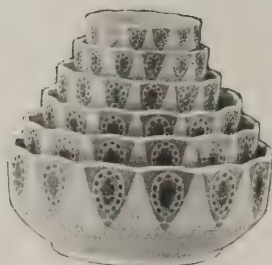
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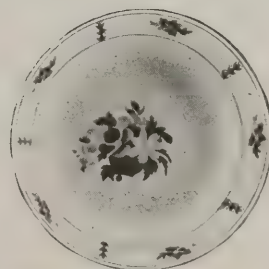
*Ivory
Body
V & B
Quality
Nappy
Sets*



Specialty:

32 Piece Luncheon Sets. Hand painted under the glaze.
Packed each in Carton

Also footed Bowls, Blue Willow Grill Plates, white St. Denis C & S, etc.



*Retail
for
One
Dollar*



Villeroy & Boch A. G.

Factories at: Wallerfangen and Mettlach, Saar Basin



Maddock's Royal Ivory Body

Marathon Shape—Old Tree Pattern. Just the type of bright, colorful decoration that milady longs to call her own.

Open Stock NOW

Introducing The New Marathon Shape Maddock's Royal Ivory Body

Another achievement for the Maddocks in their celebrated Royal Ivory Body English Earthenware.

A shape that is taking the trade by storm—simple lines, perfect symmetry lending itself ideally to the most charming decorative effects imaginable.

English Wares of Merit

*If It's Worthy
We Stock It*

Maddock & Miller

INCORPORATED

The House of Stock

39-41 West 23rd Street
New York

Graceful
Dignified
Distinctive

These are the predominating characteristics of the productions in our offerings from these outstanding English Potteries

John Maddock & Sons
Royal Worcester
Allertons
Crown Ducal
Greens
Price Bros.

**English
Wares
of Merit**

*If It's Worthy
We Stock It*



Royal Worcester Bone China

Illustrating the "BORDEAUX" in the Cartouche—and a well merited name it is. Cheerful, suggesting happiness, joy, prosperity. Ivory rim.

Open stock NOW

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W. H.
GRINDLEY
& Co., Ltd.



W.H.GRINDLEY & CO. LTD.

SHERATON
IVORY

ENGLAND.

The "Alton"
Pattern

W. H. GRINDLEY & CO., LTD. has again originated a beautiful new dinner-ware shape

SHERATON IVORY

which has met with unprecedented success. The Ivory Body is enriched by a deeper toned Ivory Rim, adding beauty and charm to the many distinctive patterns designed in complete harmony with the Sheraton Shape.

*"Sheraton Ivory" is fully
protected by U. S. patents.*

Sole Agents

WM. S. PITCAIRN CORPORATION

104 Fifth Avenue

New York



ROYAL DOULTON

*Highest Grade
English China
and Earthenware*



The "Morella"
Pattern

The "MORELLA," a ROYAL DOULTON creation on Bone China, is a charming new dinnerware pattern enamelled in bright colors.

THE ROYAL DOULTON IVORY BODY

affords a delightfully harmonious background for a wide variety of new designs that will be on display early in January.

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The Yellowstone Dinner Service



Ivory Body Exclusively

Octagon Model

The Yellowstone is striking in simplicity. There is no relief work, embossing, or irregular surface to compete with, or to detract from, the decorative effects. The soft ivory shade, reproducing the exquisite color tone of Belleek, and the plain Octagon outlines, provide the ideal frame and background for the fine variety of original decorations especially designed for this model.

If the popularity of a line is to be measured by the volume and promptness of reorders, the Yellowstone decorations have achieved a degree of success that has never been equalled and probably never approached by any other dinner ware line from anywhere at any time.

The Prices Are an Agreeable Surprise

The Present Line-up Is

YELLOWSTONE SHAPE IN IVORY BODY ONLY.
REPUBLIC AND KWAKER SHAPES IN BOTH IVORY AND WHITE BODIES.
EMPRESS, AND HUDSON SHAPES IN WHITE BODY ONLY.
COMPLETE LINE OF CABLE STAPLES IN WHITE BODY ONLY.
COMPLETE LINE OF HOTEL WARE, DOUBLE THICK, WHITE BODY.
COMPLETE LINE OF HOTEL WARE, HALF THICK, WHITE BODY.
A GOOD ASSORTMENT OF TOILET SHAPES.

The Kwaker has previously been our leading shape in border, medallion and gold and white treatments. All of these patterns may now be had on the Kwaker in either the white or the ivory body.

PRODUCTION

The equivalent of forty kilns on Ivory.

The equivalent of sixty kilns on White.

The Homer Laughlin China Co.

Newell, W. Va.

and

East Liverpool, O.

The New Square Fluted Shape
of the

E. H. Sebring China Co.
Sebring, Ohio



Illustrating the Black
Eyed Susan Pattern
Number 1325





Stafford Shape
Decoration 620

Exhibit in charge of our
regular factory represen-
tatives assisted by our
Eastern Agents, Cox & Co.

Room 694
Fort Pitt Hotel

THOM
PSON

C. C. THOMPSON POTTERY CO.
EAST LIVERPOOL OHIO

Hard Fired Vitreous Underglaze Hotel Ware

Pleasing to the Eye

Tough and Durable

Standard Shapes

Rolled Edge — Half Thick — Hotel Thick

We carry a complete stock of decorations in Bands and Lines — Prints — Decalcomania Borders—All Underglaze

This enables us to make prompt shipments

Rush orders within reasonable distance can be delivered by motor truck

On Special Crest and Monogram Work

We offer unusual service at
Right Prices

Samples and Quotations on Request

Cook China Company
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Complete Sample Line on Display at our New York Showroom

Cox & Company
120 Fifth Avenue
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Rose Marie

a beautiful name — for beautiful Glassware
good for the eye and good for the Pocketbook
admitted by everybody to be the best Rose color in the market

IN ADDITION

the Glass has got the ring

ADOPTED WITH EQUAL SUCCESS BY THE RETAILERS AS WELL AS THE DECORATORS



Endless variety of shapes, for all purposes

*Our new catalogues are about ready for distribution
and will be sent on request only
Send in your name for our mailing list*

Imperial Glass Company

Bellaire, O.

NEW YORK SHOWROOM: COX & COMPANY, 120 FIFTH AVE.

Cox & Company

120 - 5th Ave. New York

The smallest "Ad"

But

The biggest Possibilities

That's All

HUNTINGTON TUMBLER COMPANY

HUNTINGTON, W. VA.

MANUFACTURERS OF

HIGH GRADE LEAD BLOWN TABLE GLASS WARE

GRACEFUL SHAPES

IN

STEMWARE

TUMBLERS

NAPPIES

VASES

JUGS

ICE TEA SETS

GRAPE JUICE

SETS

SPECIALTIES

HOTEL WARE

OUR LATEST NOVELTIES

BLOWN
CANDY JARS
CANDY BOXES
COMPORTS
BUD VASES
FAN VASES

IN

ROSE, GREEN OR AMBER
CRYSTAL OR VELVET FINISH

OUR LATEST STEM WARE

A COMBINATION OF
OPTIC, COLORS, NEEDLE
ETCHED AND COIN GOLD

IS A

WINNER

BEAUTIFUL

DECORATIONS AND
COLORS

LIGHT CUTTINGS

PLATE ETCHINGS

NEEDLE ETCHINGS

GOLD

IRIDESCENT

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AND COLOR

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CRACKLED WARE

HUNTINGTON QUALITY GIVES ALWAYS SATISFACTION!

FULL SAMPLE LINE ON DISPLAY AT

COX & COMPANY

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I. H. SIMPSON & CO.

17 NORTH WABASH AVE.
CHICAGO

LOOK FOR OUR LINES AT FORT PITT HOTEL, PITTSBURGH, ROOM No. 780

WARWICK VITRIFIED CHINA

The Aristocrat of American China



Underglaze and Overglaze Decorations of Merit
A Body and Glaze Unsurpassed for Service
in Use

A FEW OF WARWICK'S MANY USERS

NEIL HOUSE, Columbus, O.	HOTEL ADOLPHUS, Dallas, Texas.
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HOTEL PRESIDENT, Kansas City, Mo.	POOR RICHARD CLUB, Philadelphia, Pa.
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By Frederick Litchfield

AUTHOR OF

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and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

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100 Per cent Original Czechoslovak Pottery and Parchment Lamp Shades



All of our decorations are copyrighted and will bear our registered trade mark and the name of Joseph Mrazek as a guarantee of the authenticity of our design.

Write for one of our
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The epitome of smartness . . charming, cheerful, modern . . the new offerings for 1927. On display early in January.

"Newday" shapes and colorful designs . . "a definite departure from anything heretofore shown" . . certain of a wonderful reception.

Created to fit the trend of modern taste, toward lighter, more graceful lines, clear, definite color effects . . a splendid variety in shape, color and design.

This is what you will find in the 1927 lines of

GEORGE JONES & SONS, LTD.

"CRESCENT" China and Earthenware

WEDGWOOD & CO., LTD.

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Fine Earthenware

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NEW YORK, N. Y.



CAUGHT IN THE NEWS NET



IT WILL be cheerful news indeed to his friends in the trade to learn that Norman Walker, the well known traveler for Meakin & Ridgeway, who prior to his misfortune in breaking his leg twice about two years ago, and who since that time has been practically laid up is now able to be about again. This week he called on some of his old friends in the trade in New York and is now feeling so fit that he is anxious to get back into harness again.

Martin Zolle salesman for E. Torlotting Inc., will leave on a road trip January 2 which will take him to New London, Providence and Boston. Following this he will go direct to Chicago to be in charge of the Torlotting exhibit at the Palmer House gift show as previously announced in the CROCKERY AND GLASS JOURNAL.

O. W. Clayton merchandise manager of the M. E. Blatt Co., Atlantic City, N. J., is expected in New York shortly to interview several applicants he has in mind for the position of china and glassware buyer which position is now open in his store.

Miss Vivian Tolk, secretary to Chas. A. Postley head of the Chas. A. Postley Co., Inc., will leave on December 22 on a vacation trip to the West Indies and Panama. She will be away until January 10.

John J. Hines, head of J. J. Hines Inc., who for the past two weeks has been away on a business trip to Chicago and other points in the Middle West is expected back at headquarters on Saturday.

Joseph Tomkinson, well known as Philadelphia representative for the Duncan & Miller Glass Co., and other lines, paid a visit the early part of this week to New York seeing his friends in the trade here.

Among those visiting the New York market this week was Louis Weidlich of the Weidlich Bros. Mfg. Co., Bridgeport, Conn. He was in quest of new novelties in glassware.

Felix Wohlgemuth who has been in business for himself as a manufacturers representative of lamp and shade lines announces that he is closing out his business to accept the position of sales manager of the Royal Lamp Shade Co., 38 West 21st St. Mr. Wohlgemuth will assume his duties in his new position as soon as he is able to dispose of his present sample line.

One hundred eighty

The Fogel Decorating Works announce that effective January 1, 1927, their line will be represented on the Pacific coast by F. C. Tuska, 150 Post St., San Francisco, Calif.

Eugene Henn, assistant to O. C. Graham, New York manager of the Cambridge Glass Co., is now back on the job after having undergone an operation for appendicitis. While Mr. Henn was in the hospital Mr. Graham was assisted at his showroom by L. J. Pritchard who came from the factory while Mr. Henn was away.

Patten Joins Venon Staff

Charles Patten, who for several years has been connected with the Edw. B. Dickinson Inc., sales staff, who is one of the trade's best known salesmen, has resigned his position with the above named firm effective January 1 and has accepted a position to represent the importing house of J. H. Venon, Inc., on the road.

Salesmen Plan Big Meet

Two thousand traveling and resident salesmen, under the chairmanship of Herbert L. Schamberg, will attend the "stag-frolic-Get-To-Gether" and smoker at the Hotel Astor on Thursday evening, December 23, with Mr. James J. Walker as one of the guests of honor.

Five boxing bouts have been arranged by the Amateur Athletic Union of the Metropolitan District. Among the professional entertainers will be Julius Tannen, Ann Tennyson, Tom Patricola, Yvette Rugel and the Gus Edwards' Revue. Through the courtesy of E. F. Albee the Hippodrome and the Palace Theatre will appear and several members of the Earl Carroll Vanities company will take part in the program.

"From the number of acceptances already received," said Mr. Schamberg, "it appears that this event, held under the auspices of The Salesmen of New York, will be the largest gathering in many years of the Knights of the Grip."

Bloomington Sales Gain

Sales volume throughout 1926 generally has been continuing at about its normal high rate of increase. In the Bloomington Brothers department store, New York, it is expected that the store's total for the year will compare very favorably with its volume for 1925, which was about \$21,500,000. It is expected in many quarters that this year total sales may top the \$26,000,000 mark.

Kinnan to Represent Crooksville China Co.

A new acquisition to the sales staff of the Crooksville China Co., Crooksville, O., is V. D. Kinnan, one of the state's well known and most popular salesman, who has been associated with the A. E. Hull Pottery Co., Zanesville, O., for several years.

Mr. Kinnan will represent the Crooksville factory in the eastern territory and will also be in charge of the company's exhibit at the Pittsburgh Show.

Chain Stores Report Gains for November

November sales reports of the leading chain systems of the country show healthy increases for the month.

The S. Kresge Co. had sales totaling \$10,956,594, as against last November's figures of \$9,425,235, an increase of 6.24 per cent. Sales for the first eleven months of 1926 amounted to \$98,767,244, as compared with \$87,780,949, a gain of 12.25 per cent.

The F. W. Woolworth Co. reported sales during November aggregating \$22,532,891, as compared with \$20,791,070 for November, 1925, an increase of 8.9 per cent. With the exception of the month of May this represents the largest thirty-day turnover of any month during the year. For the eleven-month period sales reached \$212,285,545, a gain of 6.3 per cent. This compares with \$199,689,378 reported for the corresponding period in 1925.

Sales of the Metropolitan Chain Stores for November amounted to \$1,010,269, as compared with \$794,309 for November, 1925, a gain of 27.1 per cent. For the first eleven months sales were \$8,867,529, as against \$6,842,000 for the same period in 1925, an increase of 29.6 per cent.

People's Drug Stores, Inc., sales for November amounted to \$591,964, compared with \$420,933 for the same month last year, an increase of \$171,031, or 40.63 per cent. Sales for the first eleven months this year were \$5,366,128, compared with \$4,667,118 during the corresponding period of 1925, an increase of \$899,010, or 19.26 per cent.

McLellan Stores Company sales for November aggregated \$987,592, as compared with \$647,929, a gain of 52.4 per cent. For the eleven-month period sales were \$7,211,000, as against \$5,120,749 for the same period of 1925, an increase of 40.8 per cent.

David Pender Grocery Company sales in November were \$956,130, against \$784,292 in November, 1925, an increase of 21.9 per cent. Sales for the first eleven months of the year were \$9,624,853, against \$7,501,919 in the same period last year, an increase of 28.2 per cent. Since January 1, stores operated have increased by 74 to 316.

Neisner Brothers, Inc., had sales for November of \$26,459, as compared with \$260,238 for November, 1925, an increase of 63.8 per cent. Sales for the eleven months totaled \$3,357,391, against \$2,076,576 for the same period of 1925, an increase of 61.6 per cent.

Piggly Wiggly Western States Company sales for November amounted to \$815,710, compared with sales of

\$573,816 in November, 1925, an increase of 42.15 per cent. Sales for the eleven-month period were \$7,087,007, against \$5,930,530, a gain of 19.50 per cent. During 1926, thirty-eight new stores were opened, totaling 104 for the year, against some sixty-six in 1925.

L. Bamberger & Co. to Erect \$10,000,000 Addition

L. Bamberger & Co., of Newark, New Jersey, to accommodate a constantly expanding business, is about to erect a \$10,000,000 addition to its department store, in the form of a sixteen story, basement, sub-basement and sub-basement mezzanine building, it was learned yesterday. This will double its present extensive floor space, and be representative of the last word in modern retail facilities, combining, as it will, every feature of present day building construction and store conveniences which have been evolved by the best minds of the nation, who have expert knowledge in the requirements of every branch of the highly specialized retail drygoods business. Many novel features will, for the first time, be disclosed in the new Bamberger building, the result of extensive experimentation, the purpose of which is to further humanize the mammoth machinery which large department store operation and maintenance necessitates.

The new structure will rise immediately north of the present store building, now located on Market, Halsey and Washington Streets, which occupies a ground area of 54,430 square feet. The new addition will increase this area to approximately 90,000 square feet and will increase the frontage on Washington Street, by 141 feet, and on Halsey Street by 109 feet. Frontage on Bank Street will be 281 feet making a total building frontage of 1233 feet. Two huge 250 foot towers surmount the building supporting the antennae of powerful radio Station WOR. The new addition provides for a basement, sub-basement and sub-basement mezzanine and when completed the building will provide substantially 24 acres of floor space. Work on the new structure will begin shortly after Jan. 1st. Jarvis Hunt of Chicago is the architect, Martin C. Schwab, consulting engineer and Taussig and Flesch are the fixture architects.

The building throughout will be one of the most modern of its kind and include a variety of features.

23d Street Salesroom FOR RENT!

A rare opportunity to secure one of the best located store floor salesrooms on 23rd Street in the heart of the china and glassware district.

Spacious floor 30 x 100 and basement. 16 ft. ceiling, sidewalk elevator.

The best display window on 23rd Street.

Immediate possession

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CROCKERY AND GLASS JOURNAL

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New York**

Iroquois China Co.

Syracuse, N. Y.

Vitrified China for Clubs, Hotels and general Public Use. Decorations underglaze and overglaze in both standard designs and for special order.

National China Co.

Salineville, Ohio

"La Rosa" and "Rose Marie" dinnerware; "National Quality." A line in which dissatisfaction is eliminated.

Paden City Glass Mfg. Co.

Paden City, W. Va.

Standard and staple glassware for all fields and in addition, colored cut and etched ware and novelties that sell rapidly.

Economy Glass Co.

Morgantown, W. Va.

Quality, design and beauty, combined with utility. Stemware and kindred items in colors, decorations, etchings and cuttings. Staples in lime blown. "ECONOMY" Tumblers.

Revision of Postal Rates Demanded

A demand for the revision of existing postal rates was filed today with the Congressional Joint Subcommittee on Postal Rates, the Postmaster General and the Director of the Budget, by John W. O'Leary, President of the Chamber of Commerce of the United States.

"The Chamber of Commerce of the United States," says Mr. O'Leary, "believes that definite action should be taken on postal rates in the present session of Congress. Experience has proven the present rates in many respects to be uneconomic and unsatisfactory. The National Chamber has already pointed out that the increased rates are generally too high and that their correction is urgently needed in the public interest."

"Definite confirmation of these conclusions and additional facts as to the effects of existing rates are set forth in the report of the Postal Service Committee of the National Chamber. The far reaching character of the present rates, their unfairness to many branches of business and the resulting harm to the general public welfare are clearly shown."

Representatives of business organizations and mail users including newspaper and magazine publishers constituting the Postal Service Committee are unanimous in the conclusion that postal rates should be revised promptly as possible. The report shows that the existing rates, intended in large measure to offset the \$68,000,000 salary increase to postal employees, have not only been ineffectual but have had an adverse effect upon business and the postal service.

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Manufacturers of Pressed Glassware

PLANTS AT

Greensburg, Pa. Mt. Pleasant, Pa.

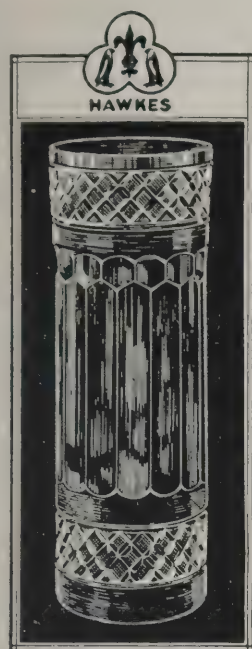


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Full lines of dinner
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*Attractive
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Illustrating Our Compartment Plate

Special Assortment Attractively Priced

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WHAT THE POTTERIES ARE DOING



Dinnerware Sales Strong As Year Closes

DURING the annual meeting of the United States Potters' Association at New York City last week, and the return of the manufacturers to home offices, it was declared that "the guess of one man was as good as another, so far as predicting the outlook for business during 1927 is concerned." It has been admitted that sales of dinnerware during the last three months have been the best of the year, and that while some business has been placed on file for first quarter delivery in 1927, it is a hard matter to predict at this time what the new year will bring forth. The fact that additional kilns are to be put into the production of ivory body next month, which will total about 170 kilns for the country on this body, may lead to considerable new business for those particular plants. There is every reason for believing that the demand for ivory body is increasing as the months pass, and also that some manufacturers in order to hold their trade have been forced to discard their white body and enter the ivory body field. Several new shapes are also to be placed on the market next month, according to current report, although one or two firms who have been considering new shapes have not definitely announced their plans to show them. Shipments from the dinnerware plants now are being charged against the January requirements of the distributors. February business is also being booked by the manufacturers in a nominal way, and a few orders for March merchandise have also been placed on the order files.

Smith, Phillips to Show New Shape

Announcement was made this week by the Smith, Phillips China Co., that this firm would show a new shape that will be an addition to "Princess" plain shape that has been featured by this company for a number of years. This new shape has been named the "Oakmont," the name being taken from the famous golf course at Oakmont, near Pittsburgh, Pa. It was designed in the east, in fact five designs for a new shape were submitted to this firm, and one of the five was selected. The modeling was done locally. The shape will be shown in an ivory body, and in an exclusive selection of treatments, both borders and sprays. The flat pieces will be fluted and with a festoon edge, while the hollow pieces will show a panel effect, the lines of the shape permitting a wide latitude in decorating. First showing of the new shape will be in suite 792 at the Ft. Pitt Hotel, Pittsburgh in January, but shipments will not go forward until probably April. This is the first time in a decade that the Smith, Phillips Co. has

featured two shapes, and hereafter the line will consist of the "Princess," their plain shape, and the "Oakmont," their fancy shape. The latter shape is distinctive, as there is nothing now on the market possessing a similar effect.

May Hold Domestic Pottery-Glassware Exhibit

Dinnerware manufacturers who attended the recent annual Potters' Association meeting in New York are showing rather keen interest in the suggestion made for a national exposition of domestic pottery and glassware to be held next year at New York. The suggestion that an exposition be held with a view to stimulating demand for American dinnerware and glassware.

American Lines Better Than Ever

It is contended here, that the present American dinnerware and glassware lines possess more tone and quality than ever before, and to display these lines to the public in a general way would go a long way toward stimulating demand for domestic merchandise, and compelling distributors to feature these lines more in future than in the past.

J. L. Murphy Now With Hopewell

J. L. Murphy, formerly associated with the factory management of the Cannonsburg (Pa.) Pottery Co., is now factory superintendent for the Hopewell China Co., Hopewell, Va., it has been announced by Sol Ostrow, general manager of this factory. The Hopewell Co. is considering the issuing of a new dinner shape for 1927 delivery, which will be produced in a white body, and show in a new line of decorations. For some time this company has been using oil as a kiln fuel, but arrangements are now being to change the fuel to coal, thereby effecting saving in overhead factory costs.

Standard Pottery Co. Produces First Ware

The first ware under the new management of the Cumberland, W. Va., plant of the Standard Pottery Co. was made last week, it has been announced by D. M. Nin, general manager of these factories. There are four tunnel kilns at the New Cumberland plant, and the volume of production will be equal if not greater than that of the East Liverpool factory. As soon as sufficient ware has been accumulated in the green room, the loading of the tunnel kilns will begin. Shipments will go forward as soon thereafter as possible.

Pottery Manufacturers Arranging 1927 Displays

Pottery manufacturers in this territory are now making final arrangements for the display of their new 1927 lines. Sample rooms either have been or are now being renovated and sample lines rearranged. New patterns are being given prominent display space, and sample items of patterns that have been discontinued are being removed from the collections. It is the opinion of some of the manufacturers, that should heavy retail holiday buying result, that buyers will come into the market early for replacements, and at the same time place their specifications for the first quarter delivery. With this end in view, there has been much activity in dressing the sample rooms and getting new sample patterns rushed through the kilns.

W. S. George Makes First Ivory Body

The first ware in an ivory body was produced at the No. 4 plant of the W. S. George Pottery Co., East Palestine last week. This shape is to be shown in a limited number of new decorations, samples of which are to be placed in the hands of all factory representatives as early as possible. The No. 4 plant of this company will be devoted exclusively to the production of ivory, and in all other factories under the control of this organization will continue to feature a white body.

T. A. McNicol to Show New Treatments

Quite a number of new treatments have been selected by the T. A. McNicol China Co. for 1927, and which will be shown on their De Luxe plain shape and their American or fancy shape. Several special treatments are now being considered by this firm for 1927 delivery, but the adoption of these specials has not been definitely determined upon.

John M. Horton With Limoges China Co.

Announcement has been made by the Limoges China Co., Sebring, O., that John M. Horton, formerly with the E. H. Sebring Co., has been made vice-president of the Limoges company. Mr. Horton will have close connection with the sales department of this plant, he having had charge of the sales end at the E. H. Sebring offices. Mr. Horton returned from a trip to England a few weeks ago, and immediately took up his new duties at the Limoges.

George C. Thompson to Visit Mediterranean

George C. Thompson, of the Thompson Pottery Co., has made plans to make a European trip and will leave here the latter part of January. He will be away from the district for probably six weeks, and will visit the Mediterranean country before returning.



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Our new lines of decorated glassware, lamps and shades also imported
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Rooms 468-470-471 Wm. Penn Hotel

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Jan. 31st to Feb. 12th

ROOMS 725-726, PALMER HOUSE, E. A. MARTIN IN CHARGE

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NEW YORK

*Will present for the trades approval their latest
importations and productions for 1927 in*

**China Glassware Pottery
and Novelties**

At Pittsburg
Glass & Pottery Exhibit
Fort Pitt Hotel
January 10 to 27
Rooms 1038 and 1039

At Chicago
Eastern Mfrs. & Importers Exhibit
Palmer House
January 31 to February 12
Rooms 713 and 714

*A. Klayf
in Charge*

PAREEK

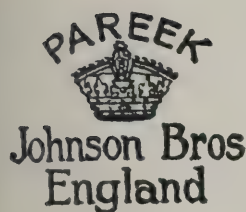
—REGISTERED—

The new "PAREEK" Body, with its surpassingly rich beauty of colour-tone and lustrous glaze, introduced for the first time in 1925 by Johnson Bros., has now been given a model-form worthy of its beauty, "THE SILVERN" SHAPE.

By

Johnson Bros. (Hanley), Ltd.

Factories: Hanley and Tunstall, Staffordshire



If unable to obtain PAREEK from Wholesalers,
inquire of New York office for particulars.

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Complete Display Featuring Our New Shape
Original Decorations



Dinnerware
of
Distinction

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Display During
The Pottery and
Glass Exhibit

Room 676
Fort Pitt Hotel

HOPEWELL CHINA CORPORATION
HOPEWELL, VA.



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Many Changes in Personnel Predicted

THERE appears to be little doubt at this time that a number of changes in the sales end of glass factories will be announced during January. Many manufacturers are in receipt of letters from salesmen and district factory representatives seeking new connections effective as of January 1, and it is now currently believed that new facts will be observed in the makeup of different factory organizations. What has been said anent possible changes in the flint glass industry is also true of the situation in the dinnerware field. Changes in selling forces of the latter plants are also expected to be announced soon. That there will be changes among buyers is also hinted at. Just how many of the latter will be made a matter of record cannot be forecasted at this time, although it is known that some buyers who expect to visit this market next month will represent new houses. Some months ago it was related in this department of possible changes January 1st among buyers, as the season advances these early reports are being proven out. New district factory representatives will be announced by a number of glass and pottery concerns next month, these changes now being in the making. Some conferences have already been held and others are scheduled between plant managers and resident agencies. From all present indications, it does appear that some important announcements will be made by different factories next month, having to do with selling representatives.

John A. Dobson to Represent Economy

Announcement has been made that John A. Dobson & Co., Baltimore, Md., which office has represented the United States Glass Co., in that district since the "States" was formed, will represent the Economy Glass Co.'s line on and after January 1st. The "States" will thereafter have direct factory representation. In this connection it is reported that the "States" will open its own resident sample rooms at Atlanta, Ga., but the date of opening has not been given out.

Word of Edward Bokee's Death Received

News has been received in this district of the recent death at Baltimore, Md., of Edward Bokee, for many years Baltimore representative for the Pittsburgh Lamp, Brass & Glass Co., and also the Pope, Gosser China Co., of Coshocton, O. Mr. Bokee died Wednesday, December 8th. He was one of the most popular salesmen working the Baltimore territory, and had a wide acquaintance among the buyers of these lines, and also among the manufacturers.

One hundred eighty-eight

New McDonald Glass Lines On Display

New lines to be featured by the McDonald Glass Co. McDonald, Pa., next season, have been placed on display in the Pittsburgh sample rooms of this company, which are in charge of Smith & Frazier, in the Westinghouse Building, Ninth St. and Penn Ave. The feature of the new line is the blown ware, with colored stems and foot. The design of the ware is quite different from anything now on the market, being a semi-optic and ring effect. A number of additional items have been added to the line and the full assortment of items are to be displayed at the Pittsburgh office.

Sears-Roebuck to Open Los Angeles Units

Official announcement has been received by glass manufacturers here that Sears-Roebuck Co. plan to open two additional new units at Los Angeles, Calif., ere long. These new stores will do both a retail and wholesale business. The opening of the new units will represent an expenditure of probably \$5,000,000. Both units will cover about fourteen acres of space, the retail store to cover eight and one-half acres and the new wholesale plant five or more acres. Generous stocks of glassware will be carried in both stores, it is said here. These new units will be the second to be established west of the Rocky Mountains by this interest. In connection with this report, has been made known that the Sears-Roebuck houses put out 15,000,000 catalogues annually and with other sales literature, mail approximately 60,000,000 pieces of such text annually.

Glass Tank Collapses At Jenkins Plant

Production at the Arcadia, Ind., plant of the D. C. Jenkins Glass Co. was suspended for some days on account of a cap on a glass tank collapsing. Repairs were made as quickly as possible, and then the plant went on its usual schedule.

Mound City Glass Co. Adjudicated A Bankrupt

The Mound City Glass Co., formerly located at Moundsville, W. Va., but until recently operating at Lumberport, W. Va., has been adjudicated a bankrupt by Judge William E. Baker in the United States District Court, at Clarksburg, W. Va. A number of bondholders in this company recently bought in the plant, when it was sold under an order of court at trustees' sale. It may follow that the company will be reorganized and again placed in operation, but no definite statement has been

sued by the bondholders concerning proposed future plans.

Akron May Have \$3,000,000 Store

A new department store that will cost upward of \$3,000,000 is proposed to be erected at Akron, O., by the O'Neil Co., now operating there, and which interest is under the control of The May Co., which required an active interest in this organization about 1912. Preliminary plans indicate the intent of the company are to make the new store one of the best department stores between New York and Chicago. The china and glass department of this store at this time is one of the most active maintained by any retail interest in Ohio, and outside of either Cleveland or Cincinnati. A still larger section of those lines is proposed for the new unit.

Many Exhibitors for Pittsburgh Show

"We are in receipt of a very large number of inquiries about the January pottery and glass exposition," announced Manager Fred Wasson of the Ft. Pitt Hotel, Wednesday. "And while we are referring these letters to Secretary J. M. Hammer, of the Associated Glass & Pottery Manufacturers, it is our opinion that we will receive more exhibits next month than we ever did, and this is exclusive of those who will have displays at the Wm. Penn Hotel." Mr. Wasson explained that the inquiries for space now being received are in some instances from firms who never before had lines here during January, and whether or not they will show at the Ft. Pitt, depends upon the display space now available as shown by the charts at the office of Mr. Hammer, and through whose office all reservations for space at the Ft. Pitt must be made. At the Wm. Penn Hotel, it was said that while most all lines displayed there last season would again open, many new lines are also being arranged for. The display lists for both hotels will not be available for probably a fortnight.

Seasonable Glass Production Maintained

Seasonable production records are being maintained in the flint glass factories in this district, and the same report comes from factories in Maryland, West Virginia, Ohio and Indiana. Factories are now working on orders for January requirements in a great many instances, and more or less of the goods being turned out now are on former specifications. While the plants are as a rule in receipt of nominal new business, there is a seasonable lull in orders, which is not expected to show any improvement until January. In the meantime, most all flint factories are making plans for the annual exposition and sales season here. New lines are being completed, and within the next 10 days first shipments of these sample lines will be enroute to both the Ft. Pitt and Wm. Penn hotels.



One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

New York Paul Joseph, 206 Fifth Avenue	Representatives Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw, 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

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New York

Extend at this
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Seasonal Greetings
to their many
friends in the trade



KROCKERY KRACKS

"Pardon me, sir, but could you tell me where I could get a drink?"

"Mister, I'm only a street car conductor. You're the third man this morning who has mistaken me for a policeman."

"I told my wife that if she bobbed her hair I would leave her," confided a man to his friend.

"But she bobbed it; and you're still living with her."

"You bet I am. I'll show her she can't bluff me."

Father: "Daughter, do you let the boys kiss you good night?"

Daughter: "N-n-n-no, father."

"Well, don't let them do it any more."

My Bonnie bent over the gas tank,
The height of its contents to see;
He lighted a match to assist him—
Oh, bring back my bonnie to me!

Minister: "Wouldn't you like to join us in the new missionary movement?"

Flapper: "I'm just crazy to. Is it anything like the Charleston?"

"This may hurt a little," said the absent-minded dentist as he changed to his niblick, "but it will be over in just a minute."

The lady shopper had ordered about everything hanging down from the shelves.

"I don't see just the right thing," she decided at last. "I want to surprise my husband on his birthday."

"Well," suggested the exhausted clerk, "why don't you hide behind a chair and yell 'boo!' at him?"

Barber (to little thirteen year old girl): Are you sure you want your hair shingled that far up, little girl?

Little Girl: You're darned right. And snap into it for my gotta dinner date at seven.

A resident of Atlanta took out an accident insurance policy and then fell ill of pleurisy. He brought action against the insurance company and lost in the municipal court, which decided that pleurisy was not an accident but a visitation of God. The superior court reversed the finding on the ground that a visitation of God to a resident of Atlanta was an accident.

The elderly country doctor whose practice had fallen off considerably sat in his office reading when his henchman appeared.

"Them boys is a-stealing your green apples again, sir," he reported. "Shall I drive them away?"

The doctor considered a moment and then leveling his eye at his servant, replied, "No."



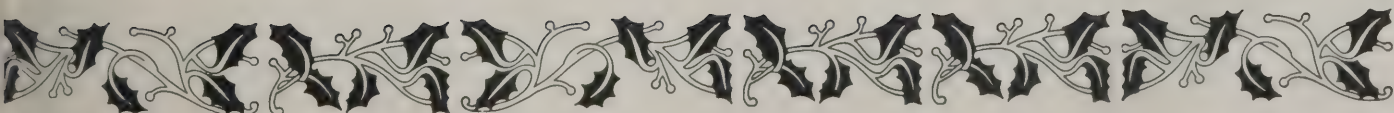
CHICAGO SECTION

Prepared by J. H. Smythe, Jr.



CHICAGO interests in the Pottery, Glass, Housefurnishing and allied Trades have prepared several excellent merchandise shows for the benefit of buyers who will visit Chicago during January and early February. These shows are described in the following pages as well as the permanent year around displays, which stand ready to serve the buyers at all times.

Visit Chicago for 1927 Merchandise



1926 Good—1927 Promising to Chicago

Local Pottery and Glass Men See Continuation of 1926 Prosperity Through Coming Year

THE china, glass and allied trades of Chicago have just closed another successful year. Sales over the 12 months period are estimated at about 10 per cent above those of the previous year. Continued activity in the building trades as well as full employment in the factories of the midwest have been the most important contributing factors to the general business situation in this section. As a result of the full employment and general business activity, there has been plenty of money in circulation and the department stores' china and glass sections have managed to get their share.

DINNERWARE

Ivory body dinner sets have continued to gain in favor with the public. During the past year five or six of the domestic dinnerware manufacturers have brought out new shapes and new patterns in the popular ivory ware. Local dinnerware salesmen report that the ivory sets will be even more popular during the coming year. The fancy china used for decorative pieces, service plates, etc., have turned more to the plain decorations rather than the solid colors. Tea sets of ivory china with a slight floral decoration or a gold band border have taken the lead over the solid luster colored ware which was so popular two years ago. Chicago department stores have sold a great quantity of imported dinner sets from England, France and Germany, and the volume of sales in these sets is now closer to the total sales for domestic dinnerware. There have been no radical price alterations in the dinnerware line, although several phenomenal one-week dinnerware sales have been held by local retailers.

GLASSWARE

Glassware sales in the midwest territory have been most satisfactory. The delicate hues of transparent green, amber or rose have been most popular. Glass salad plates

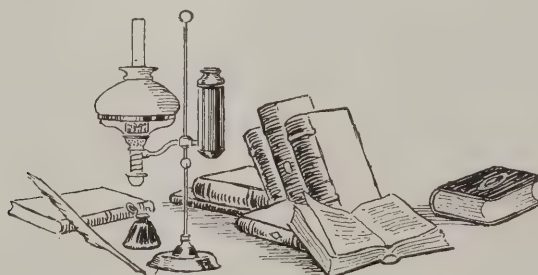
in these same colors and designed to match the stemware have also sold in a good way. The opaque colored glassware has not been as popular during the past year as it was two or three years ago. The light cut and etched table glassware continues to hold its own, and, as usual, there was a good volume of the staple numbers, including the pressed tumblers and glass specialties, sold.

LAMP AND SHADES

The trend of popular demand for lamp bases has been distinctly to the metal and wrought iron numbers. May china and glass figures have been used as insets in the metal lamps and the ornamental metal flowers and decorations have been very popular. Marble has commenced to replace the imitation marble in even the popular priced lamps which are being sold today. There has been but a little change in the materials used in lamp shades during the past year, although a few new numbers in all metal shades have been introduced. Silk and georgette continue to hold the lead, while the parchment shades are selling for the more popular priced trade. The decorations of flowers and ruching as well as the shapes of the lamp frames themselves have constituted about the only change in shade styles.

PROSPECTS FOR 1927

With the department stores of Chicago closing the year with record Christmas sales, thereby putting themselves in a position requiring immediate buying during January, it is safe to assume that the china, glass and allied trades will get off to a good start during 1927. There is nothing in the business situation which would warrant any fear for the coming year's business activities, and the local manufacturers' representatives are preparing for a better business during 1927 than experienced during the past year.





Atlantic Import Corp.

*YOU are Invited to Inspect
New Arrivals in Glass and
China Specialties, Flower Holders,
Boat Models, Bobeches, Prisms,
etc., as well as the Products of
American Glass Manufacturers
Represented by us, at our Sales-
rooms.*

"Market Event" Jan. 24 to Feb. 5, 1927.

*Helm & Soukup
17 N. Wabash Ave.
Chicago*

Shops Building

Room 302

The Davis Co.'s "Rock Bottom Policy"

Radical Merchandising Plan Proves Sound
Sales Producer for Chicago Department Store



T was a bold step that brought about the Davis Company's "guaranteed bottom price" policy, a lively topic for discussion in retail circles in Chicago and throughout the country, but it is proving itself a solid and practical way to build a huge popular price department store business. The average popular price establishment lacks such a plan, and it is an outstanding achievement for a store to adopt this policy and develop it successfully. It is interesting to note that the sales of the Davis Company in the year 1926 showed a bigger increase than of any corresponding period in the past.

The public has rapidly become familiar with this remarkable price policy, expressed in their advertising as follows: "Bottom Prices Guaranteed—We Will Not Be Undersold." "If you buy anything here and pay more than the same article is priced elsewhere on the same day, we will refund you the difference in cash." In explaining this policy, Arthur Davis, President, says he believes their prices to be as low as anywhere else in the city. A large staff of shoppers conduct a systematic daily price comparison. The Davis Company does not claim its price on every item the store sells is the same or lower than the price in any other store every day. This would be an extravagant statement to say the least. Whenever an instance of a lower price on the same article on the same day in another Chicago store is brought to their attention, a refund in cash is immediately made to the purchaser by the Davis Store.

Responsibility thereby is placed on the customer regarding lower prices elsewhere. The aim of the store is simply to anticipate such requests by shopping of other stores and lowering prices, if necessary.

Some most unusual things in store management policies as well as merchandising have developed as a result of the "Bottom price plan." The Davis Company made a price to hundreds of customers for fur storage during the past summer, and when the Davis storage vaults were practically full the company discovered that a fur storage house was offering a similar service at a lower rate. The Davis Company immediately made a voluntary refund of

the difference to all their customers who had furs stored with them.

In another instance a customer bought a piece of furniture and some weeks later reported that he had seen the identical piece of furniture elsewhere for \$5.00 less. Investigation proved the statement correct and the customer was at once given a \$5.00 refund.

The china, glass and lamp department, of course, also comes under the new "Bottom Price Policy" and here lies one of the most difficult problems. China, glass and lamps vary greatly in price for items of similar appearance and it is often hard to satisfy the customers as to comparative values, when only experts can distinguish the value differences.

The Davis Company is becoming widely known as the store which "will not be undersold."

This past year particularly special emphasis has been laid by the management upon this price policy. In addition to the use of newspaper advertising, the company has used many mediums including window cards, store posters, price tags, merchandise envelopes, shipping tags, stickers on delivery packages, etc., to drive home the fact that the store will meet any price in the market on anything it sells, on the same day.

As a means of emphasizing to the general public the sincerity of the management, and to let the buying public realize the determination to make the policy function efficiently throughout the store, an advertisement, under a page-wide heading, "Bottom Prices Guaranteed—We Will Not Be Undersold," is run periodically in an afternoon Chicago newspaper. The ad quotes the notice and instruction to the salespeople to cooperate with the customers in the plan.

One of the gratifying results of the bottom price guaranteed policy has been a great increase in the number of Davis employees doing their shopping in the store indicating that the employees are definitely sold on the policy.

The success of the Davis store under this price policy is well recognized and serves as a splendid example to merchandise managers everywhere.





The Afton Shape

DECORATION No. 387

Also the

Glencoe Shape

Plain

Lincoln Shape

Fancy

A line of new and attractive decorations on above shapes will be on display in

ROOM 688

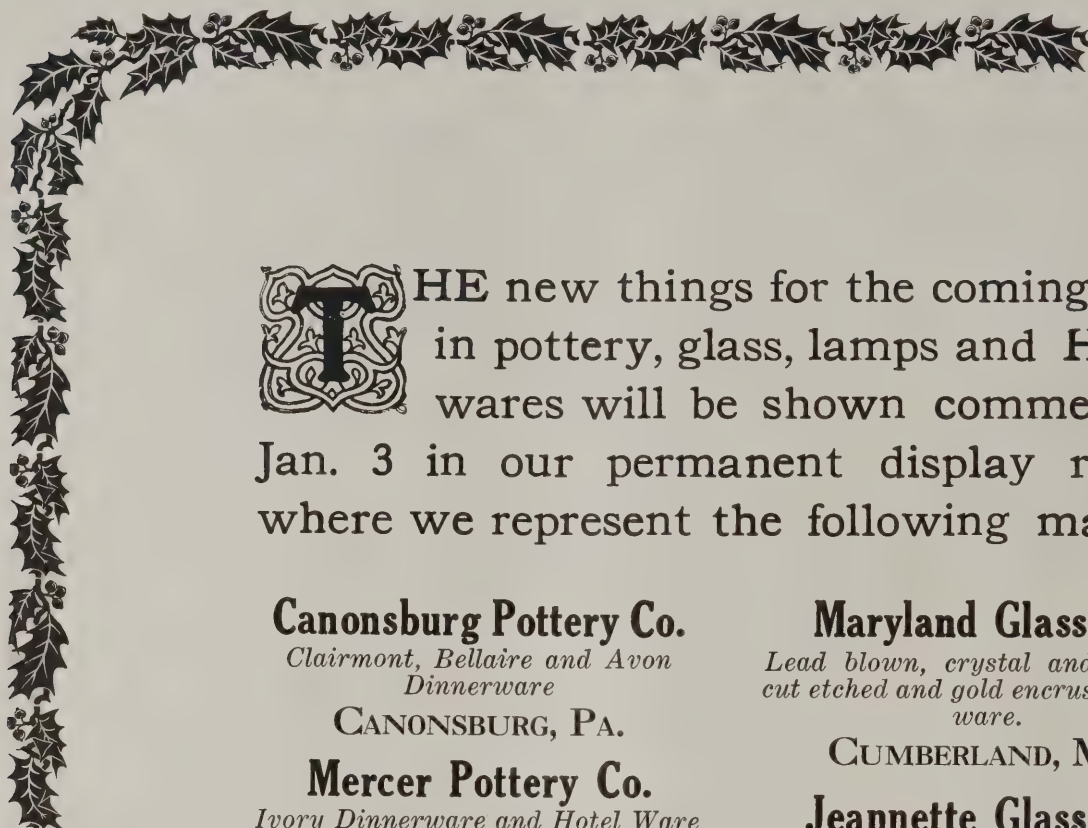
FORT PITT HOTEL

DURING THE PITTSBURGH SHOW

James Shaw *in charge*

May we have the pleasure of a visit from you?

ILLINOIS CHINA COMPANY
LINCOLN ILL.



THE new things for the coming year in pottery, glass, lamps and Housewares will be shown commencing Jan. 3 in our permanent display rooms, where we represent the following makers:

Canonsburg Pottery Co.

*Clairmont, Bellaire and Avon
Dinnerware*

CANONSBURG, PA.

Mercer Pottery Co.

Ivory Dinnerware and Hotel Ware

TRENTON, N. J.

Ebenezer Glass Co.

Crystal and colored cut tableware.

EBENEZER, N. Y.

W. J. Tycer Pottery Co.

COLUMBUS, OHIO

T. E. Meissner Co.

*Aluminum Spoons, Wupperman
White Enamelware, Imported
Woodenware, Aluminum Hotel
Specialties.*

NEW YORK, N. Y.

Maryland Glass Co.

*Lead blown, crystal and colored,
cut etched and gold encrusted stem-
ware.*

CUMBERLAND, MD.

Jeannette Glass Co.

*Pressed, crystal and colored table
glassware, also premium spe-
cialties.*

JEANNETTE, PA.

Continental Silver Co.

*Nickel Casseroles, Relish Dishes,
Novelties, etc.*

NEW YORK, N. Y.

Peoria Metal Specialties Co.

*Blue and white enameled bread
boxes, bread and cake cabinets,
window refrigerators.*

PEORIA, ILL.

Also see our new 1927 line of waxed flowers in various colors and designs.

Do not fail to see the latest creations in our show rooms during "Market Event," Jan. 24 to Feb. 5.

THE E. M. MEDER CO.

Direct Factory Representatives

17 N. WABASH AVE.

CHICAGO

Rooms 410-412 Shops Bldg.

Profit — Economy — Convenience To the Buyer



A mid-year, mid-continent market offering the most convenient and profitable opportunity to see and com-



pare three floors of exhibits covering the Gift, China, Glass and allied merchandise fields.

China, Glass and Gift Association
10 So. LaSalle St. Chicago

Do You Know How Ancient Pottery Was Made?

The substance of ancient pottery was as variable as it is now. The earliest was coarse and gritty. The more refined seems to have been made of washed or filtered clay, and to have been mixed with other substances akin to those now used. The colors of the very early unpainted unglazed works are red, brown, buff and black—the latter certainly shows the introduction of manganese. The red is often found with black color just under the surface—this is merely from the effect of firing in a smothered or close oven. A very great amount of thought has been given by antiquarians as to the mode adopted by the ancients in ornamenting, incising, and glazing pottery, but the want of knowledge in the practice of the art has led them to make considerable errors in their statements. The practice employed by the moderns appears to us to have been perfectly understood by the Chinese, Egyptians and Greeks. We are led to believe that what we have deemed the most original thought of modern potters, namely, the compression of clay in a state of dry powder between dies to form buttons, beads, tesserae, and tiles, was well-known to the Egyptians, or nations trading with them. We believe that the small articles in enameled clay used as charms, necklaces, and inlaying, were made by the ancients of clay, compressed in dies and glazed in dishes whose surfaces had been coated by a glaze, and that the

vapor of these glazed dishes deposited the glaze on the beads and charms; as we know now happens in the manufacture of French porcelain buttons. The Greeks made porcelain buttons. Careful observation of Egyptian and Greek remains show that plaster moulding and the use of runners to make borders on the lathe were matters fully understood. Also the slipping on of ornamental details to plain surfaces, which had been previously pressed into plaster moulds. The old potters were artists in color as well as form, and well acquainted with such as would stand the fire. Pliny's discourse in his 35th book, relative to the art of pottery astonishes the modern artist, and tells him how much he has yet to learn before he rivals the ancients. The oldest examples of Chinese pottery evince such an advanced knowledge of moulding, painting, glazing, and gilding, that we pause before we render to Egypt the honor of being the earliest artistic potters, as is now frequently done by writers on pottery.

It would be impossible in a few sentences to do the least justice to the potter's branch of Greek art. All that appears to have been attempted before in pottery, and all, that has been executed by the moderns, falls short of the elegance of form and general excellence of Greek pottery as displayed in vases. There are numerous re-

(Continued on page 201)

Christmas Buying Best Ever

State Street department stores, Michigan Avenue specialty shops and establishments in the outlying districts of Chicago are enjoying the greatest volume of Christmas buying in their history, according to the *Chicago Journal of Commerce*.

Prediction that the total sum spent for Christmas gifts in the loop alone will exceed last year's record of \$65,000,000 by at least \$5,000,000 are freely made. State Street merchants cite the fact that there has been a tremendous increase in Christmas savings clubs this year, that Chicago is more prosperous generally and that hand-to-mouth buying during the year will result in many homes stocking up on staples such as linens, furniture and decorations, as reasons for their belief that sales will touch a new high mark.

Merchants believe that the public at last has been "sold" on the idea of doing its Christmas shopping early. Since Thanksgiving, they say, sales have shown a decided increase, which they attribute to early Christmas buying. Since the amount of goods bought in advance of the normal Christmas season is problematical, merchants declare it will be difficult to estimate the actual increase of buying this year over last, but the \$5,000,000 estimate seems conservative.

In addition to the public's tendency to do its shopping earlier, there is another pronounced feature of the buying this year that merchants are watching closely as a possible guide to future business. This is the trend toward so-called "useful" gifts. Never before, they say, have shoppers been so insistent on obtaining full value for their money. The most popular gifts seem to be those from which the most service can be derived, in striking contrast with the tendency a few years ago when extravagance was the rule.

Furniture, carpets, china, glassware, household utensils and clothing seem to be favorite articles of the Christmas shopper.

Additional proof that Christmas shopping is being done earlier this year is furnished by John Spalo, merchandise manager of the Hub, who says that a large number of women customers are being noticed in the store. Naturally, Mr. Spalo says, women come to a store for men only to buy gifts. Mr. Spalo believes the Hub's Christmas busi-

ness this year will exceed that of 1925. The trend there, he says, is toward the more luxurious articles, to the neglect of the staple items.

New China Decorating Company at Glen Ellyn

George J. Schock & Co. was recently organized and put into production at Glen Ellyn, Ill. The company is making art lustre china, lamps of the smaller type, for boudoir and table use and specializing on lustre finish on pottery bases. Some exclusive color effects have been obtained by the artists producing the new Stock line among them being the willow craze in blue and other desirable colors. Solid lustre colors and combinations are also included in the line. George J. Schock, who heads the new company is well-known in the lamp and pottery fields, has been vice-president and treasurer of the Western China Works of Aurora, Ill., for four years and prior to that, connected with the N. O. Cederborg Co. of Aurora, Ill., for three years. The company has its own building in Glen Ellyn where it will also maintain a small retail lamp shop for the benefit of local trade, at the same time doing a wholesale business in lamps, lustre vases, bowls, ash trays and novelties.

W. C. Owen, 17 N. Wabash Ave., Chicago, is now displaying the Consolidated Lamp & Glass Co.'s line of artistic glassware.

Rapaport Displays

Rapaport Bros., manufacturers of marble lamps and hand decorated shades, 701 West Ohio St., Chicago, Ill., announce the following displays for January and February of this year:

Permanent Display at the American Furniture Mart Bldg., Chicago, Ill. Space No. 710.

National Lighting Equipment Exhibit, Booth No. 18 Hollenden Hotel, Cleveland, Ohio. Jan. 31st to Feb. 5th.
Gift and Art Show, Room No. 818, Adelphia Hotel Philadelphia, Pa. Feb. 28th to March 5th.

China, Glass and Gift Association, Room No. 1458 Sherman Hotel, Chicago, Ill. Jan. 24th to Jan. 29th.

Annual House Furnishings Exhibit, Room No. 350-A Hotel Sherman, Chicago, Jan. 31st to Feb. 4th.



CHICAGO OFFICE

312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Yuletide Buying Reaches Height in Chicago

WHILE toys occupy the place of prominence and are being featured most heavily by all the department stores in Chicago this week, dinnerware, glassware, lamps and housefurnishing items are also being offered as specials by many stores. Christmas buying has reached its height here and the crowds on State St., the world's greatest shopping center, were almost uncontrollable during the early days of this week. It is estimated that the Chicago record of holiday business of \$300,000,000 done last December, will be exceeded this year by at least \$50,000,000.

The Boston Store this week announced a sale of 2,350 georgette lamp shades which they purchased as surplus stock from the Mayflower Lamp Shade Manufacturing Co. of Chicago. These shades were offered at \$9.45 and \$14.85 and represented values of \$15 and \$25. Dinner sets in this store were selling rapidly at \$19.95 for 100-piece set with border and gold band decoration.

Mandel Bros., throughout the fall season have been appealing to the practical Christmas shoppers by offering "Gifts That Keep a Permanent Place in the Home." Green stem ware in attractive designs at \$4 per dozen and 23-piece tea sets at \$7.95 were among the specials sold by this store this week.

Verona Metal Furniture, made by the Chicago Hardware Foundry Co., was featured this week by the Fair in the lamp department. The vogue for metal furniture has now reached the popular priced trade and these attractive objects of home adornment and utility are now generally in demand.

A new display of lamps and metal furniture has been opened in the Shops Building, Room 300, by D. O. Welty, who is well known to the glass and pottery trades. Mr. Welty was mid-west representative for Gillinder & Sons, Tacony, Pa., for a number of years selling their line of glassware, lighting equipment and novelties. Mr. Welty's new display includes the complete line of Venus Lighting Fixture Co., of lamps and fixtures in the popular brass and gold plated numbers. Dresden figures are also used in the Venus line. Parchment shades and wrought iron lamps, console table and metal furniture are also being shown by Mr. Welty. The new display is now ready for the trade and the 1927 lines are now being received and will be in readiness for the early January buying season.

E. M. Meder, factory representative with display rooms in the Shops Building just returned from his annual Fall trip east to visit the factories which he represents. Mr. Meder announces that new patterns in ivory dinnerware are being produced by the Mercer Pottery and samples will be on hand the first of January. The Maryland Glass Co. which Mr. Meder also represents are offering many new lines and new shapes in stemware. Mr. Meder is also showing a new line of wax lilies and other wax flowers which have been taken readily by the department stores of Chicago upon their first showing.

Rapaport Bros., manufacturers of lamps and shades, have taken larger quarters in the American Furniture Mart, and the line will be on display the year round in Room 710. The Rapaport line will also be on display in the China, Glass and Gift Show, Room 1458, Sherman Hotel, following that exhibit Rapaport Bros. will occupy Room 350 A at the Sherman Hotel during the Annual Housefurnishing Show, January 31st to February 5th.

Ready for Shipment—



Go To Stetson's First
For Volume In China

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

The same week, a display of Rapaport Bros. lamps will be on exhibition at the Artistic Lighting Fixtures Show at the Hollender Hotel, Cleveland, O.

Conway & Bailey, who represent the Federal Glass Co., report good success with the two recent additions to the Federal line. A new crackled glass jug with glasses and tumblers to match, attractively priced and the new three-lip measuring glass for kitchen use are said to be very popular with the trade. The recent additions, together

with the entire line are on display in the Tower Building display rooms.

New lighting fixtures are being installed in the show-rooms of E. M. Meder, Shops Building.

Carl Logan, of Dooner-Logan, manufacturers' representatives, left Chicago last Saturday for a business trip East, where he will call on the factories in that locality which his firm represents in the mid-west territory.

**WHAT TO BUY
AND WHERE TO
BUY IT IN —**

CHICAGO

**A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS**

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone
Central 3497

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass
Corp., Burke Studios, Vesta Studios, Heule
Studios, Lamps and Shades.

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART

Phone: Superior 4100 Room 980

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

KELLY & REASNER

Representing

McKEE GLASS CO.

Jeannette, Pa.

INDIANNA GLASS CO.

Dunkirk, Ind.

EAGLE MFG. CO.

Wellsburg, W. Va.

D. C. JENKINS GLASS CO.

Kokomo, Ind.

May we have the pleasure of showing
you the above lines during "Market
Event" in Chicago, Jan. 24 to Feb. 5.

Suite 310, Shops Bldg.

17 N. WABASH AVE. CHICAGO, ILL.

TINKER BROTHERS

EST. 1905

FACTORY REPRESENTATIVES

PADEN CITY GLASS MFG. COMPANY

Fancy colored and crystal table ware, Hotel and
Restaurant Glassware.

BEAUMONT GLASS COMPANY

Lighting Glassware, Ashtrays, Mounters ware,
Inkwells private molds.

WESTON GLASS COMPANY

Blown Stemware, Jugs and Tumblers

LEWIS COUNTY CUT GLASS COMPANY

Cut and Decorated Stemware

POTOMAC GLASS COMPANY

Blown Lead Stemware, Cuttings, Gold Encrustation
and Fancy Decorations.

LOTUS GLASS COMPANY

Gold and Colored Decorations on Tableware and
Stemware.

Chicago Sales and Sample Room
17 No. Wabash Ave.

Ancient Pottery

(Continued from page 197)

ains which show the Greeks fully comprehended the making of sun-dried and burnt bricks, incised and ornamented tiles as well as the Egyptians; also cornices, arches, friezes, statues, bas-reliefs, and lamps. To these they add a charm of grace and softness surpassing all previous work. The material used by the Greeks in fabricating their best vases appears to be red clay, combined with silica, and finely-ground potsherds, with the addition, in some instances, of pumice and puzzolana. The colors used on the surface are black, blue, white, yellow, and sometimes, but not often, gilding appears. The glaze is extremely thin and transparent. The temperature at which the vases have been fired does not appear to have been equal to that observed in burning their architectural pottery which is very hard. The bulk of the vases have been thrown on a wheel and finely-turned and smoothed on a lathe revolving table when the clay had become tough. Some have evidently been made from plaster moulds and generally the handles have been pressed in moulds. The outlines of the paintings have sometimes been sketched with a pointed tool on the unbaked work, and the outlines of figures appear frequently to have been painted by a master hand—the background being filled in by an ordinary painter. There are indications on some of the best

vases of this mode of working. The largest and most artistically finished Greek vases have been found at Athens, Corinth, Nola, Cuma, and Vulci. The paintings on them represent the Golden Age, Amours of the Gods, Theban and Trojan wars, Argonautic expedition, the Odyssey, domestic life—marriages, games, funeral ceremonies, etc.

Fifty-two Years Ago

"The Boston Bulletin says that New England glass manufacturers, who have always prided themselves upon the superior quality of their product, and whose reputation is largely due to the employment of none but the best materials, have hitherto resolutely abstained from the course of their Western brethren in using lime and soda in place of the superior but more costly pearlash," says a fifty-two year old issue of the CROCKERY AND GLASS JOURNAL. "Since the panic, however, the competition between the two sections has been so sharp that our glass companies have been forced to follow the Pittsburgh example in order to hold their own. This course has materially affected the market for pearl ashes which has been in a low and weak condition all the year. In the manufacture of nice French glass, however, pearlash cannot be dispensed with."

1927

ANNOUNCING

NEW MERCHANDISE — REPLETE WITH IDEAS OF MERIT

From

The STEUBENVILLE POTTERY CO.
UTILITY GLASS WORKS
DIAMOND GLASS-WARE CO.
WHEELING DECORATING CO.

Represented in Chicago and the Middle West

By

GEORGE TURNER

17 No. Wabash Ave.
Chicago, Ill.

Pittsburgh Exhibit
Ft. Pitt Hotel
Jan. 10th to 27th

Chicago
Market Event
Jan. 24th to Feb. 5th



"MEITO-CHINA"

MANUFACTURERS
OF

DINNERWARE
FANCY CHINA
PLAIN WHITE CHINA

The Nagoya Seitoshu, Ltd.

SALESROOM: 200 FIFTH AVENUE, NEW YORK CITY, U. S. A.

Main Office: 7 and 8 Higashi Yoshino Cho Nagoya, Japan

The
S. A. Weller Co.
Manufacturers of Pottery
Zanesville Ohio

DIRECTORS
HARRY A. WELLER
President

FREDERIC J. GRANT
Vice Pres. and Treas.

EDGAR E. BAGLEY
Assistant Secretary

FRED GITTER
C. H. TAYLOR
MRS. S. A. WELLER

JOSEPH T. BAGLEY
Secretary

WALTER J. GITTER
Sales Manager

FRANK E. WELLER
WM. C. HUGHES
PAUL M. PHILLIPS

MAIN OFFICE AND FACTORIES
Zanesville, O.

New York Office
Fifth Ave. Bldg., 200 5th Ave.

Boston Office
111 Summer St., Room 31

Chicago Office
29 E. Madison St., 309 Heyworth Bldg.



The above picture shows 2 vases with Sandwich dolphin bases and Wistarberg vase tops and also the reproduction of the old lamps with the dolphin base and Wistarberg bowl. Which are in great demand.

F. PAVEL & CO.
15 WEST 37th ST. NEW YORK
Representative
MARY RYAN
225 FIFTH AVE. NEW YORK

*We Carry the Kind of Merchandise That High-Class Shops
Show With Pride and Sell With Profit*

GREETINGS AND THANKS

To Our Army of Friends in the Trade, We Extend
the Season's Greetings and at the Same Time Our
Sincere Appreciation of Their Friendship and Loyalty.

Ferdinand Bing & Co's Successors, Inc.

43 Rue de Paradis
PARIS,
France

67-69 Irving Place
New York, N. Y.

HARUTA & Co.

• IMPORTERS OF •

JAPANESE GOODS

141-147 FIFTH AVENUE
• NEW YORK •

Special sales from stock for
your Spring trade. New
Import lines for 1927 are
now ready for your inspec-
tion.

NEW ENGLAND REP.—C. W. Pingree, 99 Bedford St., Boston

VAIL AND YOUNG

Direct Manufacturers' Representatives

Glassware and China Products

Fifth Avenue Building

200 FIFTH AVENUE

Suite 319-321 — NEW YORK — Gramercy 6298

Representing

Belmont Tumbler Co.

Light Blown Tumblers Any Shape or Size

Coshocton Glass Corp.

Pressed Tableware and Tumblers

Sneath Glass Co.

Glass Casters and Specialties

Jackson Vitrified China Co.

Vitrified China for Hotels, Clubs, Steamships, and Restaurants

W. I. Tyer Pottery Co.

Yellow Mixing Bowls, Teapots, Casseroles and Custard Cups

MEET OUR MR. C. W. YOUNG AT THE ANNUAL

GLASS AND POTTERY EXHIBIT

PITTSBURGH, PA.

FORT PITT HOTEL

ROOM NO. 938

JANUARY 10th TO 27th, 1927

C

The Cambridge Glass Company

Cambridge, Ohio

Extends to the trade
a cordial invitation to
visit

ROOM 728—FORT PITT HOTEL

January 10th to 27th

To our present popular line have been added many new novelties, artistic etchings and decorations which will be of interest to all Buyers.



The China of Distinction

When you consider purchasing LAMBERTON CHINA, remember also its price is consistent with the highest quality of hotel china produced.

*Our nearest representative will be glad to
show you samples in special or stock designs.*

SCAMMELL CHINA COMPANY

NEW YORK
70 E. 45th St.

TRENTON, N. J., U. S. A.

CHICAGO
17 N. Wabash Ave.

CROOKSVILLE
CHINA CO.
U. S. A.



H-4 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO

Main Office and Factory

EASTERN REPRESENTATIVE

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Boston, Mass.

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American China
for
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for the Jobber and Syndicate Buyer

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Glendenefancy

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Main Office

Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

HERE IT IS!

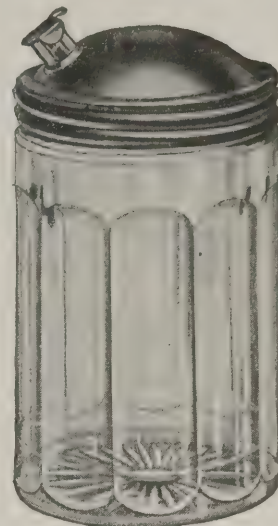
We know you want our
individual, economical

**Sanitary
Sugar Bowls**

In 3 Sizes

for tray and cafeteria
service but perhaps you
did not know where to
buy them. We will fill
your orders direct, and
without delay.

We guarantee these
bowls as repre-
sented.



See Your Jobber or Write for Catalog

The Sanitary Sugar Bowl Co.

Manufacturers

7704 Tioga St.

Pittsburgh, U. S. A.

TRADE MARK
CARROLLTON
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department
Store Trade highest qual-
ity ware and distinctive decora-
tions in commercial borders.
Prompt and courteous service.

Representatives

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"SHADED LIGHTS"

For Chandeliers and Brackets. New Shapes, Colors and Decorations. Now Ready. Write for Samples.

DELICA WHITE BEST GLASS FOR LIGHT

K. G. I. *Aims to* SATISFY

Crystal, Colors
and Cased Glass
for Illuminating
Uses.

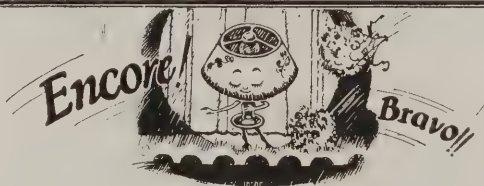
Novelties and
Specialties



Kopps Railroad
and Marine
Signal Glass
Special Glass
for Special
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KOPP GLASS, Inc.

Swissvale, Pa.



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY

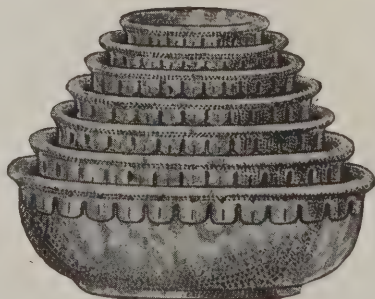
HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.

"NUROCK"

The most popular
BAKING AND
SERVING
WARE

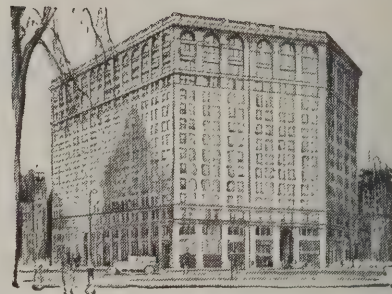
made in America

Sells because its
serviceable,
light and
sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO

N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."



You can see the leading pottery lines in one building

The Fifth Avenue Building offers this great convenience to out-of-town buyers. Here you can see many of the leading glass and crockery lines. Here, in one building, you can select your stock for the entire season. This centralization of buying opportunities combined with the unusual convenience of location brings to The Fifth Avenue Building the great bulk of out-of-town buyers.

Two elevated lines are within two blocks. There is a subway entrance in the building. Also two restaurants. Convenient to rail and steamship terminals. Close to leading hotels and theatres. Surface lines and busses pass the door.

The FIFTH AVENUE BUILDING

Broadway and Fifth Avenue,
at Madison Square, New York

"More than an office building"

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

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COLLINS & WRIGHT, Inc.

PITTSBURGH, PA.



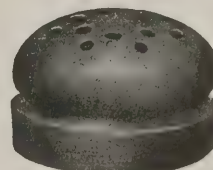
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WILL NOT
TURN
BLACK
—
STRONG



No. 133

EASY TO
CLEAN
—
NO OUTSIDE
THREADS TO
GATHER DIRT



No. 116

THE CROCKERY AND GLASS JOURNAL

is the Oldest
Trade Publica-
tion in its Field

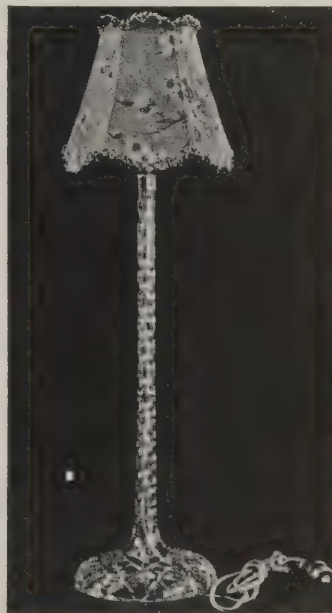
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For Information and Rates Inquire

DEMAREST PUBLICATIONS, INC.

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"A MORECROFT PRODUCT"



No. 2354

Glass Lamps

IN A GREAT VARIETY
OF SHAPES, DESIGNS,
COLORS AND PRICES.

Early American

and tall slender graceful
lamps in light and *pol-
ished mitre* cuttings in
crystal and colors are best
sellers in representative
lamp departments at the
present time.

SAMPLES WILL
BE SENT EX-
PRESS PAID.

Ideal Cut Glass Co.

F. L. Morecroft, President

Canastota, N. Y.

In 1924
It was Cambodia

In 1925
It was Nilotus

In 1926
It was Mandalay

In 1927
What will it be?

We will not tell you here but
if you will come to

Rooms 541-542

at the Fort Pitt Hotel during
the coming Pittsburgh
Glass Show

You Can See for Yourself

You will thank us for urging
you to visit our display early

*Put Us on Your
Preferred List*



Utility Glass Works

INCORPORATED

Lonaconing

Maryland



Gammon's

round out
Unique Service
with

**Economy
Tumblers**

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.



ECONOMY TUMBLERS

"JUST WHAT THE NAME IMPLIES"

**"You Can't Argue
Against Conviction"**



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the **BUYERS LAMP JOURNAL** is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP JOURNAL

Chicago

III.

American Wares for American Homes

The Susquehanna Cut Glass Co.

Columbia, Pa.

Offers a complete and altogether distinctive line of

Colored and Crystal Ware

in cuttings of highly artistic conceptions, impressive in their well-merited appeal, and

Encrustations and Decorations

embracing a combination of tinted color schemes on colored and crystal ware, with cuttings of unusual charm, producing harmonious colored and cut effects that are altogether novel and out-standing.

You are cordially invited to visit our display at Pittsburgh, as well as our display in the salesrooms of

Los Angeles

C. B. Rhodes
122 E. 7th St.

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Ira A. Jones Co.
9 No. Wabash Ave.

New York

T. W. Hamilton
139 Fifth Ave.

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Geo. E. Walker
201 Burd Bldg.

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Harry T. Thomas Co.
319 W. Baltimore St.

Four Complete Displays of New Lines

Imported

Lines of exquisite gift wares from all the European art centers.



PITTSBURGH
Empire Room
FORT PITT HOTEL
(Showing in January)

Genuine Mettalle Plate

LAMPS WITH DE LUXE SHADES
SMOKING STANDS
UTILITY TABLES
FURNITURE NOVELTIES
AQUARIUMS
FERNERIES



CHICAGO
Space 318, Furniture Mart Bldg.

Domestic

Lines of china and glassware



GRAND RAPIDS
Manufacturers Building

Herbert & Neuwirth Co., Inc.
25 West 23rd St., New York

All displays include complete showing of FRANKLIN hand painted shades.

GUERIN-POUYAT-ELITE

Limited

TAKE PLEASURE IN ANNOUNCING THE OPENING OF
THEIR NEW SHOWROOM ON JANUARY 1, 1927, AT

39-41 WEST 23rd STREET

Fifth Floor
New York

YOU ARE CORDIALLY INVITED TO INSPECT THE DISPLAY
OF OUR NEW SAMPLES AND OUR

New Shape "Reve"

WHICH WILL THEN BE ON EXHIBIT FOR THE FIRST TIME

Wheeling Decorating Co.

Wheeling, W. Va.

Gold Encrusted and Hand Painted China and
Glassware



Our line for 1927 will be replete with surprises.
Don't miss it!

Display as usual at the
Fort Pitt Hotel in January—R. D. Otto, in charge.

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JULIAN GOLDBERG
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Los Angeles, Cal.

180 New Montgomery St.
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R. D. OTTO
Road Representative

Henry Witte

39-41 West 23rd St.
New York



Guerin-Pouyat-Elite
Limited

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Milwaukee
F. A. Miner
5 Prospect Street
Rochester, N. Y.

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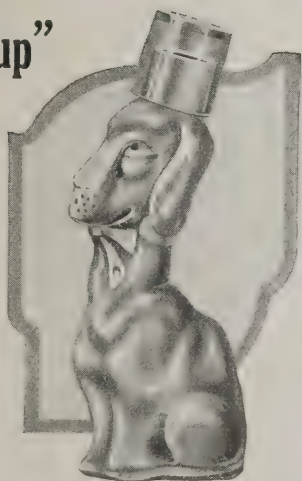
E. E. Wilgus
Rooms 35, 36, 37
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Earl W. Newton
& Associates
9 No. Wabash Avenue
Chicago

Western Glass Pro. Co.
149 New Montgomery St.
San Francisco, Cal.
Western Glass Pro. Co.
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Western Glass Pro. Co.
1716 Fourth Ave., L. A.

The NATIONAL CHINA CO. SALINEVILLE, O.

Meet the "Volstead Pup"

In rooms 714
and 712, Fort
Pitt Hotel,
during the
Pittsburgh
show any
time between
Jan. 10th and
27th.



You'll be surprised at what he
has under his hat in the way of
new specialties.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.



No. 50
13" high
No. 27
15" high
Pickle jar vases, in greenish Jersey glass.



No. 2585-S No. 5991-S No. 82-S—6"



Old fashioned, crude, Baron Stiegel type flip glasses,
tumblers, finger bowls and ovals in Greenish tint.
Ship engraved.

Ask for Leaflets with Prices

W. E. LINDEMANN & CO.
460 Fourth Ave., Corner 31st St.
New York

IN CHICAGO
At Eastern Manufacturers and Importers Exhibit
Palmer House—Room 750

Ridgway's Blue Willow is standardized—it is always the same cobalt blue, always clear and sharp, always uniform. Ridgway's selection of shapes and sizes is best.



Ridgway's Blue Willow —wanted from Maine to California

IN spite of all the waves of "art" which have swept the world since the World's Fair in 1876, when Ridgway's Blue Willow got its first impetus in America, it still remains the best seller of all the dinnerware patterns. We ourselves shipped in 1926 from our Open Stock Reserves single orders running as high as 15,000 pieces to one customer. We keep Ridgway's Blue Willow in Stock Packages, in Assortments and in Open Stock for immediate delivery.

We were
the
Originators
of
Open Stock
Dinnerware

Ridgway's
Blue Willow
was one of
our first
Open Stock
Patterns

JONES McDUFFEE and STRATTON

CORPORATION

Established 1810

Direct Importers and Distributors
of Crockery, China and Glass
25-39 Franklin Street, Boston

MITCHELL WOODBURY CO.

Importers and Distributors

China and semi-porcelain Dinner-
ware and Hotelware

Glassware and Silverware for the
trade and Hotels

Manufacturers and Distributors

*We design, build and com-
pletely outfit hotel and restau-
rant kitchens and cafeterias.*

560 ATLANTIC AVE.

BOSTON, MASS.

One Block from South Station

H. P. & H. F. Hunt Co.

41 Pearl St. Boston, Mass.

Giftwares

Also Representing

American Bisque Co.
Colonial Candle Co.
Fenton Art Glass Co.
Maryland Glass Co.
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C. A. Clark

93 Federal St.,
Boston, Mass.
Opposite Chamber of Commerce Bldg.

Manufacturers' Agent

China & Glassware

Telephone Congress 2949

Murt S. Wallace

157 Summer St. Boston, Mass.

Direct Representative for:

Monongah Glass Company
Duncan & Miller Glass Company
Ebenezer Cut Glass Company
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MANUFACTURERS REPRESENTATIVE

Young's Hotel, BostonRooms 2a and 3
Phone Congress 0348*Representing***BRYCE BROTHERS CO.
STEUBENVILLE POTTERY CO.
OHIO POTTERY CO.****John J. Reed & Son**

161 Summer Street

Boston, Mass.

*Direct Factory Representatives***China and Glassware****Dinnerware**

Foreign and Domestic

Table Glassware

Plain, Colored, Cut, Gold and Etched Lines

N. Masuda Co.

99 Bedford St.

Boston, Mass.

NEW ENGLAND REPRESENTATIVES

FOR

Taiyo Trading Co., Inc.

Our new 1927 Japanese importations offer a larger and better assortment than ever before.

Paul L. Larson

1104 Arch St., Philadelphia

Representing

HOCKING GLASS CO.

McKEE GLASS CO.

LANCASTER GLASS CO.

MOUND CITY GLASS CO.

Crystal and Decorated Glassware

Palmer Clay Products Co.*Carry in Boston Stock*FRY OVEN GLASS
McNICOL YELLOW WARE
SHERWOOD STONEWARE
FLOWER POTS, ETC.*Shipments Prompt
Prices Right
Service Excellent***PALMER CLAY**
80 FEDERAL STREET**Boston**
Lib. 8249**JOHN F. LANE**

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIESRooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia*Eastern Representative***The Federal Glass Co.****Specialty****Colored Stemware**

Pekoe Glow, Burgundy, Green, Blue and Amber on foot and stem. Have above line in New Rose Cutting on spiral optic.

George A. Granville

111 SUMMER ST.

BOSTON

MASS.

New England Representative

FOR

A. H. Heisey & Co. Newark, Ohio
Knowles, Taylor & Knowles E. Liverpool, Ohio
Lotus Glass Co. Barnesville, Ohio**JOHN A. NIXON**906 Filbert St.,
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Blown Table Glassware and Pottery**Cambridge Glass Co.****Dunbar Flint Glass Co.****N. O. Cederborg Co.****Susquehanna Cut Glass Co.****Zanesville Stoneware Co.***Glassware and Pottery in Popular Colors with Gold and
Iridescent Effects—Commercially Priced for Dept. Stores,
Gift Shops and Jewellers*



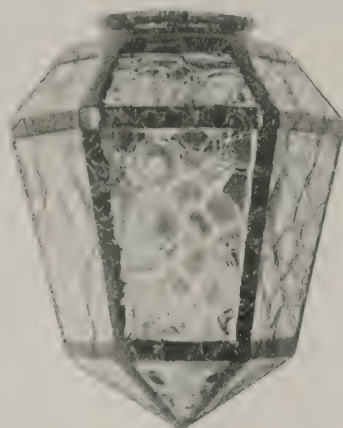
(Registered)

SHADES OF GLASS
MOULDED AND DECORATED
TO RIVAL SILK IN
APPEARANCE

WILL NOT FADE—EASILY WASHED
DO NOT GET OUT OF SHAPE
WILL LAST INDEFINITELY
PATENTED SEPT. 1, 1925



No. 50 Glassilk Candle Shade
Complete with Holder
Six Colors—Other Shapes



No. 24 Amber Crackled
ALL GLASS LANTERNS

GILLINDER & SONS, INC. TACONY, PHILA.

FULL LINE OF LIGHTING WARE
COMMERCIAL AND RESIDENTIAL UNITS
CANDLE SHADES AND BALL LAMP
SHADES
DECORATED AND CUT WARE

GENERAL CATALOGUE 134

ALL-GLASS LANTERNS

FOR PORCH AND
SUN PARLOR

CLEAR OR AMBER CRACKLED
PLAIN ROUGHED OR OPAL
ALL WITH BLACK LINES

OTHER DESIGNS



6096/9160 Electric
Roughed and Cut

Joseph Tomkinson

1104 Arch Street
Philadelphia Penn.

THE FOSTORIA GLASS CO. have surpassed all their past achievements in the creation of new and novel items.

Their new lines of Stemware, Dinnerware, Bowls, Vases, etc., assures them a busy 1927—

Place your orders early

THE DUNCAN & MILLER GLASS CO. have added many new items to their popular lines of reproductions of early American glassware and are introducing a new line of particular Charm.

This ware is made in Crystal, Green, Amber and Rose.

Call and see the latest and best in Crystal and Colored Glass.

UNITED STATES GLASS CO.

705 Vandam Bldg.
N. W. Corner 10th and Market Sts.
Philadelphia

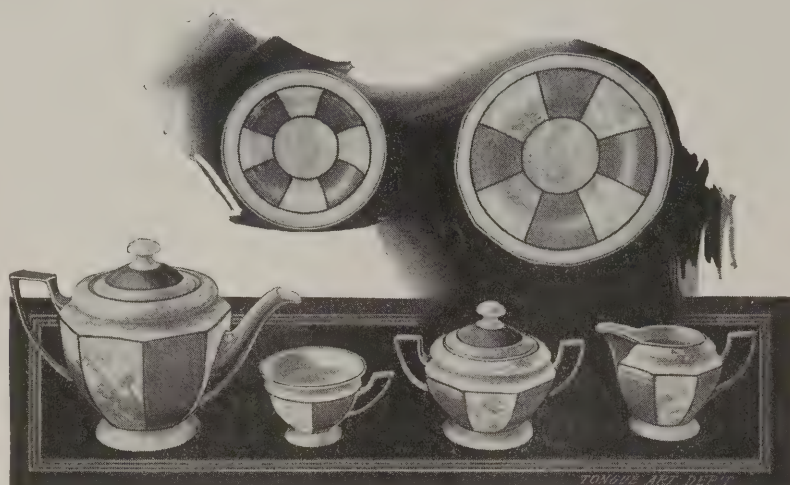


*Complete Line
Pressed and Blown Glassware
Lamps and Novelties*



J. A. HEMPLE

Sales Representative



Tea Sets of Delicate Color and Odd Shape

We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts.

Philadelphia, Pa.

Fred Stott, *Successor*

FORMERLY

PEACOCK & ROOP

1007 FILBERT ST.

PHILADELPHIA, PA.

Representing

Economy Glass Co.

Westmoreland Glass Co.

Indiana Glass Co.

Space Saver Dish Co.

D. C. Jenkins Glass Co.

Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colored Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.

At this time we also wish to extend the seasons greetings to our many friends in the trade.

WILLIAM C. BYRNES

Burd Bldg., Philadelphia, Pa.

Representing

CENTRAL GLASS WORKS

Makers of
Fine Glassware
Since 1863



Two Tone Stemware
Pleasing Color
Combinations
in
Old Rose, Green and
Amber

Complete Assortment of Lunch Trays,
Cheese and Crackers, Candy Jars, etc.

A High Grade Line for a High Grade Store

Standard Pottery Co.

Dinnerware
at Attractive Prices

HARRY M. BORTZ

REPRESENTING

TRADE MARK

HEISEY'S  GLASSWARE

FOR YOUR TABLE

FOR HOME

Philadelphia



DECORATION

Office

406 Vandam Bldg.
1005 MARKET STREET

Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

This is the sixth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

In the last article we mentioned how the normal tax and the surtax were to be computed. But that does not end the tax computation. Every individual is owed a credit for earned income. It is to the explanation of the earned income credit that this article will be devoted.

EARNED INCOME DEFINED

First let us clear away what is meant by earned income, though the phrase is almost self-explanatory. Earned income is income from services as distinguished from what might be called unearned income, like interest on bonds or profits on stocks. Salaries, fees, wages, commissions, etc., are earned. They result from the figurative "sweat of the brow." Income so earned is obviously of a different nature from the income derived from clipping coupons.

Since income taxes are based on the theory of ability to pay it is only logical that earned income should be taxed more lightly than what we called unearned income. The latter presupposes the existence of a capital fund, from which the income is obtained. That is not so in the case of a salary income. In any event, Congress saw the reasonableness of the differentiation, and so the law provides that a credit of 25 per cent of the tax otherwise payable, shall be allowed for earned income. To put it more exactly, the credit is 25 per cent of what the normal tax and the surtax would be if the individual's total income were his earned income.

LIMITATIONS ON EARNED INCOME

On the face of things, this appears to be a very substantial tax reducer. However, like all things that look good to be true, we find that they are not true. The earned income credit is no exception, for irrespective of what the actual earned income may be, for the purposes of computing the credit, it is arbitrarily limited to a maximum of \$20,000. As a result, the maximum saving provided by the earned income credit in the case of a married man is \$206.25. Let us work out a concrete case showing this.

We will assume that A is a married man and his income in 1926 is \$24,000, all of which is from salaries. His regular normal tax, figured in the way we have already pointed out, would amount to \$805. His surtax would be \$400, making a total of \$1245. We said that the earned

income credit is 25 per cent of what the normal tax and surtax would be if the earned income were the total income. In this case, although A's actual earned income is \$24,000, for computing the credit it is limited to a maximum of \$20,000. The normal tax on \$20,000 is \$605; the surtax is \$220. The earned income credit would therefore be 25 per cent of \$605 or \$151.25, and 25 per cent of \$220, or \$55. The total earned income is thus \$206.25, which subtracted from the \$1245, leaves a net tax of \$1038.75.

To sort of offset for the \$20,000 limitation, it is also provided that in no case shall the earned income be considered at less than \$5,000, irrespective of how the real source of the income may be derived. Hence, a widow, whose income amounts to \$5,000, all resulting from interest on bonds, would be entitled to have the entire \$5,000 considered as earned income. She would, therefore, take a 25 per cent credit against her normal tax to arrive at the net amount she owes to the Government.

INDIVIDUAL IN BUSINESS

How about the fellow who is in business for himself? How is his earned income to be determined? If he is in his own business, he perhaps may not draw a salary, or his salary may be far less or more than what he would ordinarily get. Here, too, the law makes an arbitrary limitation, declaring that such individual's earned income shall be limited to 20 per cent of his share of the profits of the business. In no event, of course, could the amount be less than \$5,000, for, as we just mentioned, everybody is entitled to at least that amount.

OTHER ILLUSTRATIONS

For fear that the illustrations given will not cover the more usual situations that come up in the average return, let us work out another example. Take this case. A man has a net income of \$7,500, made up of \$20,000 salary, less a \$12,500 loss on stocks. In other words, the earned income is greater than the net income. That, however, does not change the method of computing the credit. There is no surtax on an income of \$7,500. The normal tax would be \$60. The earned income credit would be figured on the \$20,000. From our previous computation we know that on \$20,000 the normal tax credit is \$151.25. However, the earned income credit on the normal tax cannot exceed 25 per cent of the actual normal tax. The actual

(Continued on next page)



Glassware and crystal display in R. H. Macy store in New York

The Beauty That Is Crystal

THERE is an increasing appreciation on the part of the public, of beautiful crystal and highly artistic crystalware.

Nothing can be lovelier than the delicate stemmed glass, exquisitely tinted and decorated, nor the clear white glass as pure as a dewdrop in the morning sun. Cut glass richly jeweled with sparkling lines, continues to have its devotees, and the housewife of discrimination treasures her choice crystal along with her quality silverware. It is almost the badge of her housekeeping aristocracy.

But many times the crystalware of the retail dealer is not given an adequate showing, or is rather poorly chosen.

Said one dealer recently, "There is no use of my buying that expensive stuff. It will not sell. I have glassware which has been on my shelves for months and which refuses to stir."

Now there was a good and sufficient reason why this retailer was not cashing in on his crystal patronage. He had selected clumsy designs, inartistic decorations, and stuff which might be classed under the head of "cheap."

In reality, the patronage to which he should have catered, was one of discriminating appreciation of the best. Two doors distant from him was a jeweler who was selling high-priced crystalware and who had done a marvelous holiday business on the gloriously beautiful iridescent table pieces so popular at the present time.

But note the difference. The jeweler displayed his crystalware carefully in windows and on richly carved little tables and in illuminated show cases. He described one or more of his choicest pieces or sets in his daily advertising. He invited people to come in and see his showings, and frequently when some woman of known social position entered his store, he called her attention to these lovely goods. As a result, he sold quantities of

high-priced and choice crystal, and won the real appreciation of the people whom he served.

The other man two doors distant left his glassware on poorly located shelves. It was often permitted to be dimly lit and it was not shown up against the right kind of a background, nor illuminated to bring its decorations into relief.

There are some people who will hunt out a lovely picture or a rare jewel; others would never stop to look at anything of this kind, but once their attention is called to it and the value and beauty of it are explained, their interest is awakened and they long for possession.

The great majority of people belong to this group, and if we would sell to them housewares of fine crystal, even in the form of table accessories or bits of bric-a-brac, we must do our part and focus attention upon the things they would have them see.

By following this method, sales may be stimulated and business volume profitably increased. Try it!

Income Tax

(Continued from preceding page)

normal tax, we said, was \$60. Hence, the earned income credit on the normal tax would be \$15. The earned income credit on a surtax base of \$20,000, we found to be \$55. A is entitled to this even though his net income is not subject to surtax. His total earned income credit, therefore, is \$70. Since the regular normal tax was \$60, the credit would exceed the tax and accordingly he would have nothing for A to pay.

When we know how to compute the normal tax, the surtax and the earned income credit, we have practically covered all there is to figure in the case of the average taxpayer. In some cases, however, the so-called capital gains tax may also have to be considered. That is what we shall discuss in the next article.

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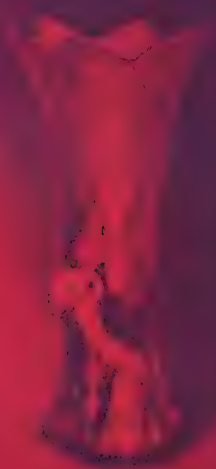
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Vol. 103, No. 25

DEC. 23, 1926

IN THIS ISSUE

The New Cut Glassware Rates is an interesting article in which Bernard E. Factor, Lancaster, O., Secretary of the Traffic Committee, American Association of Flint & Lime Glass Manufacturers, tells of the saving which will result from the new rates on Cut Glassware which go into effect January 10th.

Full account of the election of Julius Rosenfeld as President of the Pottery, Glass and Brass Salesmen's Association and reports of the annual meet.

What the Potteries Are Doing and up-to-the-minute Glass News

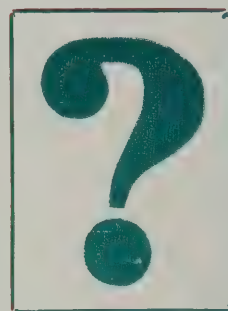
Timely news of Chicago by J. H. Smythe of our staff

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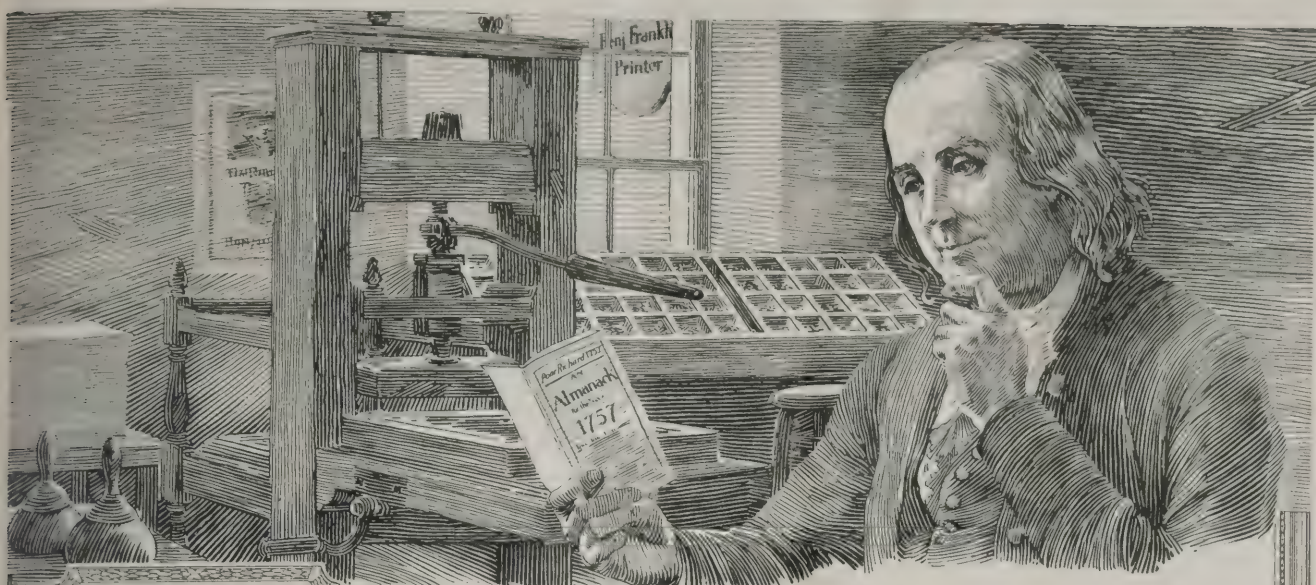
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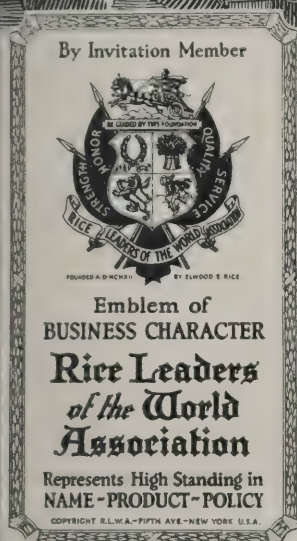
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\$5.50 a year



Good Work ~ Well Done



Hundreds of satisfied customers throughout the country testify to the high character and standing of The Edwin M. Knowles China Co. thru years of experience covering over a quarter of a century.

This company, by invitation a member of the Rice Leaders of the World Association, has rightly earned an enviable reputation for Honor, Quality, Strength and Service.

The brilliant success of the Edwin M. Knowles Mayflower Shape is well being followed up by the unusual popularity of the two striking new shapes—the York and the Maryland Ivory.

THE EDWIN M. KNOWLES CHINA CO.
EAST LIVERPOOL, OHIO

Westmoreland Glass Company

Grapeville

Penn.



Make a memorandum now not to miss the first showing of our 1927 line at the Pittsburgh Exhibit.

You will marvel at the variety of new shapes and designs in colored, decorated, engraved and cut glassware.

More surprises than ever!



1708/9" Fan Vase and 1859/8" Flower Block



Our display at the January Exhibit will be made as usual in the

Assembly Rooms

Fort Pitt Hotel

January 10 to 27

We cordially invite your inspection



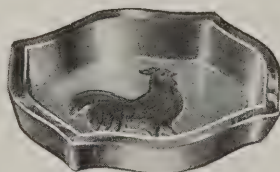
1058/4" Candlestick
Fruit Design



1049/4" Dolphin
Candlestick



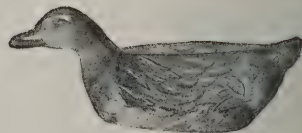
No. 3 Toy Chick



455/4" Rooster Ash Tray



555/5 1/2" Rd. Ball Stem Sweetmeat



No. 1 Duck Ind. Salt

Yuletide Greetings to the Trade



It is a pleasure to announce
that we will display at the Pitts-
burgh Exhibit in January

our

New OAKMONT Shape
(Fancy)

IN ADDITION TO OUR WELL KNOWN

PRINCESS Shape
(Plain)

SEE THEM BOTH AT

FORT PITT HOTEL
JANUARY 11TH TO 29TH, 1927
Room 792

THE SMITH-PHILLIPS CHINA CO.
East Liverpool, Ohio

Princess
Ivory



“EDEN and PARADISE”

This illustration features “**THE EDEN**” and “**THE PARADISE**” decorations on the new **PILGRIM** shape. They are the same design, but the **EDEN** border is a golden yellow, and the **PARADISE** a soft azure blue. The flowers and centres are the same colors in each decoration.

These patterns are carried in stock by the largest jobbers.

Write Us For Their Names.

Decorations and Shapes are both patented.

White China

THEODORE HAVILAND
FRANCE

These marks identify all
genuine Theo. Haviland China

Decorated

Theodore Haviland
Limoges
FRANCE

Theodore Haviland & Co.

Incorporated

26 West 23rd Street, New York

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to

**CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS**

Published Every Thursday

By

DEMAREST PUBLICATIONS, Inc.
45 EAST 17th STREET NEW YORK

SUBSCRIPTION RATES

United States	\$3.00
Canada	4.00
Other countries in postal union	5.50
Single copies10

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Vol. 103

December 23, 1926

No. 25

AS THE EDITOR SEES IT

How Stone & Webster Landed Their First Contract

ull together on graduating from the Massachusetts Institute of Technology, is told in *Forbes Magazine* (N. Y.) by O. D. Foster.

"Having known your work at 'Tech' I have every confidence in the ability of both of you," said the prospective client, as he brought down his open palm on the nearest of the two golden oak desks which stood side by side. What I'm afraid of is that you haven't had experience enough and have not sufficient backing to undertake a job of this magnitude." He glanced around the office as he spoke. Nothing there to indicate any high degree of affluence or extravagant ventures into the world of business.

His young companions looked troubled. What could they do to impress this first big prospect with the fact that in spite of their youth they were capable and dependable young engineers? How could they lend themselves the impression of a flourishing and substantial business?

At that critical moment a most convincing noise smote the air. From back of the thin partition which separated the front office from the little work shop in the rear sounded the sharp clickety-click of typewriter keys rat-

tlings out what appeared to be voluminous correspondence. Crisply the typewriter ticked out its message until at last conversation came to a stand still, for typewriters in those days were a luxury only indulged in by prosperous business houses. At first the big paper manufacturer looked surprised, then interested, then gradually a smile wrinkled itself across his face.

"Well, boys," he said thoughtfully, "certainly your office sounds busy and up-to-date. At least you are not stagnating. Now let's get down to business and talk this over."

An hour later the outside door closed behind him and at the same moment a rumpled shock of hair projected itself through the doorway between the two rooms.

"How did he take it?" shouted the owner of the aureole excitedly.

"Like a million dollars," came the quick answer as the boys waved their contract. "But what in Pete's name were you doing, Jimmy?"

"Just clicking the lock to that old safe," replied the graduate engineer office boy complacently. "I never made a noise that sounded so much like real business before. I found out by accident the other day that I could do it and I've waited to try it out on a big prospect. Sounds like real *dust*, doesn't it?"

Seven

Julius Rosenfeld New President of Salesmen's Association

The election of officers of the Pottery, Glass and Brass Salesmen's Association for the ensuing year took place at the Annual meeting of the organization held at the Crockery Board of Trade rooms Thursday, December 21.

There was a total of 496 ballots cast and the election result was as follows:

Julius Rosenfeld, head of Lazarus & Rosenfeld, Inc., who has made a very capable vice-president for the past two years, was elected president succeeding John J. Hines. Thomas Smallwood, who has served the association well as a director was elected vice-president; L. S. Owen and William H. DeMars were re-elected secretary and treasurer respectively.

Three directors elected to serve three years and one to serve the unexpired term of Thomas Smallwood who was elected vice-president were: John J. Hines, of J. J. Hines, Inc.; Walter G. Browning, buyer for Gimbel Bros., New York; William H. Schreiber, with Morimuma Bros., and F. Calvin Demarest, of the CROCKERY AND GLASS JOURNAL.

Territorial vice-presidents elected were: San Francisco: Moey K. Lindner, with the Dohrmann Commercial Co., Boston; Robert W. Corey, manufacturers' agent, Philadelphia; Thos. B. Cannon, buyer for the J. E. Caldwell Co., Montreal; Robert A. May, manufacturer, East Liverpool; J. W. Mackey, sales manager for the Smith Philips China Co., Chicago; E. M. Meder, manufacturers' agent, Baltimore; A. D. Seaman, of John A. Dobbs & Co., manufacturers' agents, Toronto; Wm. Junor, wholesaler, Cleveland; Thos. H. Stackpole, buyer for the May Co., Portland, Oregon; Albert Jasman, buyer for Meier & Frank, Pittsburgh; Chas. L. Reizenstein, of C. Reizenstein's Sons, Carrollton, O.; Chas. A. Weidemann, salesman for the Carrollton Pottery Co., Niagara Falls, N. Y.; Robert H. Yardwood, buyer for Bier Bros. For territorial vice-president at large, Harry Muirheid.

Two new members elected at the meeting were: Sylvester A. Farrar, manager of the china and glassware department of Duparquet, Huot & Moneuse Co., and Earle O. S. Bromfield, of the contract department of the John Wanamaker New York store.

A motion was made and unanimously carried at the meeting that telegrams extending seasons greetings and an appreciation of their work in the association be sent to George Hamilton and Harry P. Muirheid who are both at home ill.

Annual reports of the secretary and treasurer respectively which were read and approved at the meeting are given as follows:

December 21, 1926.

To the Members of the Pottery, Glass & Brass Salesmen's Association:

We have been fortunately able in past years to report continuous growth and perhaps because the Association grew and prospered through the efficient work of a few who were always diligent in presenting the advantages of membership, the great body of members have felt no responsibility and has made no effort to have a part in sus-

taining and perpetuating the organization. True it is that the applications received have resulted from the work of a very few.

The cost of membership is trifling, \$6.00 per annum, and the amount payable promptly at death is proportionately large, and those who have been active in the organization know that in very many cases the benefit has been most gratefully received and has helped to meet a most urgent need. It was to meet such need that the Association was initiated and successfully continued through the unselfish devotion of a number of men who actively and untiringly carried on the work. The great need of the Association today is a renewed interest on the part of some of those active in the past and a new band of workers who will realize that this is their association, that it is their duty and privilege to work for the growth, prosperity and perpetuation of this beneficial organization which has been so helpful to the families of unfortunate associates in the trade. Your Board of Management need and will greatly appreciate your aid, and inquiries, requests and suggestions addressed to the Secretary will receive immediate attention.

The applicants for membership elected during the year number 46 and 1 associate member.

Resignations 2. Dropped for non-payment of dues and assessment 56.

Our associates who passed on are as follows:

John Campbell, No. 426; Louis E. Treat, No. 562; John J. Bock, No. 755; Paul Fuesline, No. 26; H. A. Keffer, No. 381; M. J. Mullin, No. 1451; W. W. Lang, No. 1120; Arthur A. Bean, No. 851; Max Strensch, No. 608; Samuel L. Parker, No. 1331; Charles Streiff, No. 21; John E. Plummer, No. 668; Geo. H. Ganson, No. 1217; O. W. Eckland, No. 1467; Jos. Tibbetts, No. 1062; David L. Wise, No. 259; Nicol A. Ferrie, No. 1146; Edmond Torlotting, No. 979; Jonathan Berlinicke, No. 549; Chas. Howell Cook, No. 308; Edwin F. Bokee, No. 792.

Present membership 1179.

Respectfully submitted,

L. S. OWEN, Secretary.

New York, December 21, 1926.

RECEIPTS

Jan. 1, U. S. Liberty Bonds in safe deposit box.....	\$25,500.00	
Jan. 1 balance in reserve fund.....	533.19	
Cash from interest on Liberty Bonds.....	1,083.75	1,616.94
Jan. 1 balance in general fund.....	116.73	
Cash received from dues, etc.....	2,511.02	2,627.75
Jan. 1 balance in benefit fund.....	331.04	
Cash received from assessments.....	4,828.00	
Cash transferred from general fund.....	1,140.96	6,300.00
Cash received from dinner committee.....		1,548.00
Total		\$37,592.69

New York, December 21, 1926.

POTTERY, GLASS AND BRASS SALESMEN'S ASSOCIATION

ANNUAL REPORT OF THE TREASURER DISBURSEMENTS

Death Claims:	
John Campbell	\$300.00
George W. Mulhern	300.00
Louis E. Treat	300.00
John J. Bock	300.00
Harry A. Keffer	300.00
Paul Fuesline	300.00

Michael A. Mullen	300.00	
Watson Lange	300.00	
S. L. Parker	300.00	
Oscar W. Eckland	300.00	
Arthur A. Bean	300.00	
John E. Plummer	300.00	
George H. Ganson	300.00	
Charles Streiff	300.00	
Joseph Tibbetts	300.00	
Nicholas Ferrie	300.00	
Edward Torlotting	300.00	
David L. Wise	300.00	
Jonathan Berlinicke	300.00	
		5,700.00
Expenses:		
Memorial to Lee Schoenthal.....	20.00	
Printing, etc.	252.23	
Post office box rent.....	12.00	
Postages	1.00	
Safe deposit box rent.....	5.00	
Treasurer's bond	37.50	
Bank exchange30	
Secretary's salary	1,000.00	
		1,328.03
Expenses of Dinner Committee.....		1,578.24
Transfer from general fund to benefit fund.....		1,140.96
Cash in bank in reserve fund.....	1,616.94	
Cash in bank in general fund.....	128.52	
Cash in bank in benefit fund.....	600.00	
		2,345.46
J. S. Liberty Bonds in safe deposit box.....		25,500.00
Total		\$37,592.69

PROFIT & LOSS STATEMENT			
Profits:			
Amount received from dues, and etc.....	\$2,511.02		
Less expenses paid from this fund.....	1,328.03		
			1,182.99
Interest from Liberty Bonds.....			1,083.75
Total			2,266.74
Losses:			
Amount paid for 19 death claims...	\$5,700.00		
Less amount received from ass'm't..	4,828.00		
			872.00
Amount paid out for Dinner Committee	1,578.24		
Less amount collected by Dinner Com.	1,548.00	30.24	
			902.24
Net increase receipts over expenses (for year).....			1,364.50
Cash on hand Jan. 1, 1926 (in bank).....			980.96
U. S. Liberty Bonds in safe deposit box.....			25,500.00
Total			\$27,845.46
Respectfully submitted,			
WILLIAM H. DE MARS,			
Treasurer.			

The Advantages of Big Business

"The two advantages of bigness," writes William R. Basset, in *Forbes Magazine* (N. Y.), "which are stressed most are the ability to secure price concessions and the ability to hire the services of the most skilled managers. Of the two I believe the latter is of greatest importance. The cut prices of which chain stores often sell reflect not only the purchase price, but also the lower operating costs.

How Big a Budget for Housefurnishings?

HOW much should a man with a wife and one child and an income of \$25 a week spend on furnishing a home?

And how much credit should the furniture store extend to such a man?

Frank J. Rohe, president of the Foster-Rahe Furniture Co., Fort Wayne, Ind., set himself to the task of ascertaining the answers to these questions recently.

In answering this, Mr. Rahe went over his records of customers and found out just about what average patrons, with certain definite incomes and certain sizes of families, spent at the store for housefurnishing goods and whether or not the store had any difficulty in collecting bills from such customers. Mr. Rahe also took into consideration the expenses that men with various incomes and various sizes of families have. Then he prepared a table showing just what, in his estimation, the different families should spend per week for furnishing their homes.

The whole proposition was then presented to the public in a striking and unusual advertisement.

This advertisement attracted a great deal of attention and created much comment because it was so entirely different from the usual run of newspaper copy and also because it gave readers an opportunity to compare their own situation with the conditions of other families. It also enabled them to see how much money they were spending for furnishing their homes and how this compared with the store's suggestions.

Most people are always interested in making comparisons of this sort and, consequently, they read the adver-

tisement with much more interest than they ordinarily paid to store announcements, were just that much more impressed by it and felt that much more like acting on the suggestions contained in the advertisement and buying goods at the store.

The advertisement presented a specific credit proposition to the readers and this had an additional appeal because the average person prefers specific credit propositions to open accounts. When there is no specific understanding as to the making of payments, the debtor is apt to let the bills slide while more pressing obligations are met and the older bills grow the less the debtor feels like settling them.

Consequently, such a definite, specific credit proposition as this had a big appeal to many people. It let them see just what they could ask for in the way of credit at the store and it told them just exactly how and when payments are to be made and just what amounts are to be paid, thus saving a lot of questions and making things much easier for customers, as well as for the store.

The advertisement also made customers realize that the store is reasonable about its selling policies and that it had no intention of loading up customers with more goods than they could carry, a highly important matter to many people who have been sold more goods than they could pay for.

Smaller buyers were shown that their patronage is desired just as much as that of the larger buyers and this was very helpful to the store in getting more business.

The New Cut Glassware Rates

By BERNARD E. FACTOR, *Lancaster, Ohio*

Secretary, Traffic Committee, American Association of Flint & Lime Glass Manufacturers

THE new rates on Cut Glassware which will become effective universally January 10th will effect a most remarkable saving to distributors of this class of merchandise. The extremely high rates which have been in effect so long and which have continually restricted the marketing of Cut Glassware will no longer hamper the merchandising of this product.

Possibly it is because we have given this matter such detailed thought, that we believe no revision of ratings in the classification of Glassware was so badly needed as the reduction that has just been granted. Be that as it may, we indeed feel that there is much cause for joy now over the victory, won after possibly thirty years of intermittent work. Among those who worked so faithfully on the project in years gone by was the late W. H. Fisher who for many years was Chairman of the Association's Traffic Committee.

In making the last attempt to secure this revision, we decided to enlist the support of every one interested in the cause, and hoped through organization to effect success, which we did. This last effort was started almost two years ago with a meeting of the larger distributors and shippers of Cutware, represented. It was decided at that meeting that the Traffic Committee of the American Association of Flint and Lime Glass Manufacturers could best handle the work and they were so solicited.

After having given the request their consideration, M. A. Smith of the McKee Glass Co., Jeannette, Pa., Ira Akins of The Monogah Glass Co., Fairmont, W. Va., and the writer, members of the Traffic Committee of the above named Association accepted the burden and laid their plans for the handling of the subject.

It was decided that to accomplish the end in view, this new effort would have to so impress the Railroads that there would be little doubt as to the granting of the reduction desired. To adequately accomplish this, it seemed advisable to supplement the Association's Traffic Committee with a Committee representing the principal Jobbers and Retailers distributing Cut Glassware. Accordingly the following gentlemen were invited to become members of this Committee and in the same wonderful spirit of co-operation which they manifested all through the effort, they accepted the responsibility most willingly:

R. White, Assistant Traffic Manager of F. W. Woolworth Co.; O. E. Riesenberger, Traffic Manager of McCrory Stores Corp.; Spencer E. Hughes, Traffic Manager of McLellan Stores Corp.; J. Geist, Traffic Manager of Butler Brothers.

It required several meetings of the Consolidated Committee to determine the method of procedure, and a great

deal of argument to bring out the many points involved. It seemed to be advisable to simplify the proposed rating as much as possible so as to relieve the Railroads of burdensome details that would probably do a great deal more harm than good, were they presented. The formal application was ultimately prepared and a request incorporated to grant a First Class L. C. L. rating, and a Third Class C. L. rating, minimum weight 20,000 pounds. Such ratings were to be subject to a declared valuation of \$30.00 per 100 pounds. These new rates that become effective on January 10, have been granted just as requested.

It must be understood by all shippers of this product that it is not permissible to declare the valuation to be less than \$30.00 per 100 pounds if the ware is of a higher value. To do this would be to falsely classify, and I believe that every shipper understands that there is a heavy fine and imprisonment for such an act.

In shipping Cut Ware that actually comes within the valuation of \$30.00 per 100 pounds, it is necessary to write or stamp on the bill of lading the following:

"The actual value of Cut Glassware is hereby specifically stated by shipper to be less than \$30.00 per 100 pounds."

Naturally if the ware exceeds \$30.00 per 100 pounds the notation that must be made on the bill of lading must read:

"— more than \$30.00 per 100 pounds."

The rates applicable to the higher priced ware will be as formerly, viz: one and one-half times First Class for local or carload shipments moving within the limits of the official and Southern Territories, and double First Class L. C. L. and First Class C. L. when moving within the bounds of the Western Territory.


There need be, however, but little concern about the ware rated higher than \$30.00 per 100 pounds. The great volume of Cut Glassware sold today is of the Light Skin-Cut Glass, and we are of the opinion that the product of most manufacturers of this kind of ware comes within the \$30.00 limit. We are further of the opinion that most of the richly cut ware moves by express, but even though it does not, it will not take a higher rate by freight than it did previously.

The new rates will permit of the assembling of carloads of the cheaply Cut Glassware, and through such an arrangement, buyers will be able to make a remarkable saving. For instance, in moving a carload of Cut Tumblers from Lancaster, O., to New York City, a saving in

(Continued on page 23)

Government Bureau Shows Large Profits for Taxpayers On Year's Activities

More Firms Attracted to Field of Export—Trade of United States Records Upward Trend—Many Accomplishments Claimed for Bureau of Foreign and Domestic Commerce

HE "investment" by the American taxpayer in the foreign trade promotion work of the Department of Commerce, involving an annual appropriation of about three million dollars, has returned more than sixty-fold during the fiscal year 1925-26 by one single item alone on its list of activities, namely the new foreign business secured for individual American exporters as a direct result of the assistance of the Bureau of Foreign and Domestic Commerce.

This approximated \$189,376,000 according to figures contained in the annual report of Dr. Julius Klein, Director, made public recently. And this item, it was pointed out, was but a part of the dollars-and-cents record of the organization, at least an equal share being the savings effected by its "clients" through their elimination of wasteful or unnecessary efforts in domestic as well as foreign business based upon "preventive" or negative information supplied by the Bureau.

That the attention of a growing number of manufacturers, firms, and farm cooperatives is being directed toward more accurate and considered trade strategy—both abroad and at home—is indicated by the fact that 2,032,000 trade information services were rendered to firms and individuals by the Bureau during this fiscal year as compared with 505,000 services rendered in 1922.

This fourfold growth has involved a heavy increase in the overtime required of each member of the staff, in spite of successive expansions of funds and personnel approved each year by the Budget Bureau and Congress. The overtime now required has already reached the danger point according to Director Klein's report. For each employee in the branch offices or "service stations" of the Bureau in the United States the time required after hours and on Sundays and holidays totaled an equivalent of more than seventeen working days last year, for which, of course, no compensation is permitted. In the case of the staff abroad this overtime for each employee exceeded an equivalent of twenty-seven working days. Unless provision is made to relieve this pressure, the high quality of service which has been maintained in recent years with increasing difficulty is bound to deteriorate. In one branch of the organization the information services rendered by each employee averaged 7,205 in 1922 and rose to the formidable total of 20,757 in 1925. This total was quite evidently beyond the capacity of this section of the staff for its output in 1926 fell to 18,817, per capita with a consequent loss in services for the trades concerned. This deterioration is all the more deplorable in view of the record of dollars-and-cents service and revenue-producing trade

promotion which the organization is now performing, as indicated by details given in its annual report.

Striking evidence, not only of the practical values contributed by the service but also of the fine collaboration extended to its work by organized industry throughout the country, is shown by the operations of some seventy advisory trade committees, each acting as counsellor for the Bureau in behalf of its respective industry. Through these contacts the personnel of the Bureau is maintained on a thoroughly efficient export basis.

Many specific instances of the helpfulness of the commercial attaches and trade commissioners of the Department are reported by Dr. Klein. Known sales of American merchandise in Germany during the year which came about as a direct result of the efforts of the Bureau's office in Berlin and constitute but one item of its usefulness are estimated to be slightly more than \$10,000,000. Meanwhile that office cost the American taxpayer \$63,000. The Madrid office secured distributors for two lines of American automobiles who consummated contacts with the assistance of that office, totalling \$250,000 during this year. The same office obtained an agency for an American cigarette whose sales in the first year approximated \$100,000. It aided an American machinery manufacturer to obtain orders amounting to \$150,000. This Madrid office represented an expense to American taxpayers during the year in question of \$26,950. The two hundred agency contacts arranged for American firms by the Johannesburg, South Africa, office since 1920 are accounting for the sales of American goods valued at \$2,250,000 annually, secured at a cost for the taxpayer of \$24,775.

During the year the Canadian branch of the Bureau has been instrumental in obtaining eighty-one agencies for American goods resulting in sales amounting to approximately \$600,000, on a budget of \$29,515, according to the report.

The Copenhagen, Denmark, office is credited with orders for goods amounting to \$1,000,000 annually. With the help of the American Commercial Attache at Prague, Czechoslovakia, arrangements were completed which resulted in the sale of 759 automobiles.

With the assistance of the Bureau's representatives in Bombay and Calcutta, American firms have obtained during the past year 37 new agents and distributors who have given orders totalling approximately \$2,000,000, according to Dr. Klein.

(Continued on page 23)



CAUGHT IN THE NEWS NET

THE showrooms of the Louis Levien Cut Glass Co., 24 West 23rd St., are now undergoing a process of complete renovation. Painters and carpenters are going full blast and as a result of their efforts the Levien firm will be able to boast of an exceptionally attractive display room and one that when finished will more than repay them for the trouble they are now going through.

Frank Ackerman, the Boston manufacturers representative arrived in New York on Monday of this week to spend a few days visiting the trade and lining things up for the coming year. He returned home Wednesday.

Louis Levien, head of the Louis Levien Cut Glass Co., is to sail next Saturday aboard the *Creole* which will be the start of a two weeks vacation Mr. Levien is taking at this time and the greater part of which will be spent at New Orleans. Upon the completion of his holiday he will go direct to Pittsburgh for the show.

F. C. Tuska, west coast representative for N. Straus & Sons, Inc., has just left New York after paying his first visit to the home office of his firm. He was enthusiastic over the wide range of merchandise at the concern's headquarters here and experienced difficulty in making the necessary eliminations to avoid hiring a special freight train to carry his new samples back. However, he left with the feeling that his trade will be pleased with the line he selected.

Ira M. Clarke, formerly treasurer and general manager of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., was a visitor in New York the early part of this week. While here Mr. Clarke attended the Annual Meeting of the Pottery, Glass and Brass Salesmen's Association. Incidentally while here he also availed himself of the chance to visit some of his friends in the trade.

Fisher, Bruce & Co., Philadelphia, announce that a new addition to their sales organization has been made in the person of T. J. Copeland. Mr. Copeland is well known in the trade having formerly covered Southern territory for a number of years representing the Edwin M. Knowles China Co. In his new position he will take care of New Jersey and adjacent territory for the Fisher Bruce Co.

The importing house of A. J. Fondeville & Co. announce that their exhibit in room 707 at the Wm. Penn Hotel during the Pittsburgh Show is to be in charge of Edward Reiwald and Alex. Shaw.

Wm. S. Pitcairn, head of the corporation bearing his name, was a passenger aboard the *Franconia* which docked Sunday. His arrival home completes a flying trip which he made to the English factories represented by his firm in this country.

A. H. Holbrook, president of the well known importing firm of Geo. F. Bassett & Co., arrived in New York aboard the *Leviathan* on Monday of this week. Mr. Holbrook has been in Europe for the past two and a half months and during this time has been busily engaged in securing new lines and factories for representation in this country by his firm. As the result of his efforts the number of factories which the Bassett firm represents here has been considerably increased.

Hazel-Atlas Acquires Entire Interest

Directors of the Hazel-Atlas Glass Co., Wheeling, W. Va., have closed a deal whereby the company has purchased the entire stock interest in the corporation heretofore held by the Owens Bottle Co., Toledo, Ohio. This deal involves the purchase of 76,854 shares of Hazel-Atlas held by the Toledo interest. The purchase price of this stock is said to have been on a basis of \$48 per share, or \$3,688,972. Effect of these negotiations will be to reduce the capital on which dividends are computed by \$1,921,350, or from \$11,948,300 to \$10,026,950. The transaction is one of the largest reported in the flint glass trade during the last year.

Buyers Taking Room Reservations

With the approach of the opening of the 47th annual exhibit of the Associated Glass and Pottery Manufacturers, buyers have begun to write local hotels for room reservations during the "show" period. The majority of the buyers will be found registered at the Ft. Pitt and the Wm. Penn Hotels, while at East Liverpool, Ohio, reservations are being made at the Elks Club. From early indications it appears as if the list of visiting buyers to the local market next month will equal if not exceed the record of last January, which at that time was at peak. Hotel managers assign the growing interest in the market to the fact that it is fast becoming a national institution, and that distributors, either wholesale or retail, find it to be an advantage to come into the local district at that time.

Local factory sample rooms will be ready for the reception of trade within the next week or 10 days. New lines are now being received from the factories for this purpose.

Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington

Domestic exports of glassware, table and other, for lighting and other N. E. S. lamps and lanterns from the United States, by countries, October, 1926:

Countries	5251 glass-ware, plain	5299 glass-cut or engraved	5299 Glassware n. e. s.	9793 Lamps and lanterns
	Dollars	Dollars	Dollars	No. Dollars
Belgium	—	—	197	—
Den. & Far. Is.	—	47	159	12
Finland	—	50	240	—
France	60	—	—	—
Germany	—	—	826	—
Greece	—	—	—	24
Irish Free State	—	—	370	408
Italy	—	—	—	72
Netherlands	—	—	232	238
Norway	50	—	594	204
Portugal	—	—	—	240
Spain	—	—	—	1
Sweden	—	—	1,500	406
Switzerland	481	50	—	—
Turkey in Europe	—	—	10	—
United Kingdom	14,361	646	4,125	2,737
Canada	39,405	8,086	129,608	11,711
British Honduras	331	40	77	617
Costa Rica	440	—	275	120
Guatemala	166	—	272	402
Honduras	1,575	125	316	473
Nicaragua	70	116	51	74
Panama	1,792	29	609	692
Salvador	416	—	222	36
Mexico	9,875	568	11,630	11,053
Miq. & St. Pierre	10	—	—	—
Newfoundland & Lab.	140	93	343	606
Bermuda	1,100	—	42	53
Barbados	—	—	—	42
Jamaica	421	15	40	193
Trinidad & Tob.	65	—	63	126
Other British West Indies	1,064	10	579	90
Cuba	22,693	1,125	3,253	4,618
Dom. Republic	2,198	—	392	365
Dutch West Indies	255	—	21	217
Haitian Republic	515	—	477	129
Vir. Is. of U. S.	105	—	15	—
Argentina	5,066	—	1,299	6,702
Bolivia	57	—	129	—
Brazil	309	142	108	1,312
Chile	588	—	2,391	144
Colombia	1,208	658	992	3,355
Ecuador	153	—	—	178
British Guiana	150	—	32	20
Peru	2,582	—	374	2,865
Uruguay	150	—	66	68
Venezuela	3,770	68	1,381	535
British India	27	—	1,376	60,367
British Malaya	20	—	20	982
Ceylon	—	—	—	15
China	927	509	664	20,460
Java and Mad.	—	—	18	124
Other Dutch East Indies	—	—	1,590	—
Fr. Indo-China	—	—	—	200
Hongkong	382	253	85	—
Japan, inc. Chos.	55	150	612	2
Kwangtung	118	—	—	—
Persia	—	—	—	300
Philippine Islands	11,275	518	802	900
Siam	—	—	140	900
Syria	—	—	—	10
Australia	21,673	282	1,598	16,100
French Oceania	—	—	25	828
British Oceania	405	—	—	2,523
New Zealand	3,281	—	491	1,234
Belgian Congo	—	—	—	1,800
British East Africa	—	—	135	3,584
British South Africa	5,494	1,232	593	1,649
British West Africa	—	—	—	19,914
Egypt	—	—	—	300
Other French Africa	—	—	—	312
Port. E. Africa	300	—	90	2,020
Canary Island	—	—	—	120

Total 155,578 14,812 171,549 185,782 135,471
Shipments from the United States to Non-Contiguous Territories.

DEPARTMENT OF COMMERCE, BUREAU OF FOREIGN AND DOMESTIC COMMERCE, WASHINGTON

DOMESTIC EXPORTS OF CHINA AND PORCELAIN WARE FROM THE

UNITED STATES, BY COUNTRIES, FOR OCTOBER, 1926

Countries	Table, Toilet or Kitchen Ware	Other China and Porcelain Ware
	Pounds Dollars	Pounds Dollars
Belgium	—	—
France	—	—
Italy	250	188
Norway	—	—
Sweden	—	—
United Kingdom	22	20
Canada	16,167	5,231
B. Honduras	115	14
Costa Rica	—	—
Guatemala	—	46
Honduras	1,476	665
Nicaragua	60	13
Panama	799	181
Salvador	183	155
Mexico	4,380	1,256
Newfoundland and Labrador	165	57
Bermuda	410	114
Trinidad & Tobago	—	—
Other B. W. Indies	115	24
Cuba	3,431	1,438
Dominican Republic	1,680	357
Haitian Rep	—	—
Argentina	2,111	644
Brazil	130	46
Chile	—	—
Colombia	285	72
Ecuador	—	—
B. Guiana	—	—
D. Guiana	—	—
Peru	141	10
Venezuela	353	107
B. India	—	—
China	168	65
Java and Madura	—	—
Hongkong	32	28
Japan, includin Chosen	—	—
Philippine Islands	460	186
Australia	—	—
N. Zealand	15	5
B. S. Africa	25	17
Egypt	—	—
Liberia	—	—
Other Portuguese Africa	300	20
Total	33,273	10,913

The *Syracuse China News* in its December issue asks:
Can You Answer These Questions?

If you can, please hand in answers to any or all questions at Employment Office. Correct answers will be published next month.

1. What is a pot bank.
2. Which side of a jug has the most glaze?
3. On which side of a creamer is the handle placed and why?
4. Who was the first potter?
5. Why is grog permitted in a sagger shed in these Volstead days?
6. What is meant by 1st, 2nd and 3rd rings, well-hole and arches in a kiln?
7. What is a bat? (Not the pre-prohibition kind.)
8. What is slip? Why does it?
9. How are trade sizes determined?
10. What is a muffle kiln?
11. Why do kilnmen call all individual creams "gin jugs"?
12. What do decorating girls mean when they talk of "eyes and nose" decorations?



GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



W. G. & P. A. Decides to Eliminate Initiation Fee For January

IN order to increase its membership roster the Western Glass & Pottery Association through its secretary, Frank A. H. Lang, of Cambridge Springs, Pa., has decided to eliminate the regular \$2 membership fee during the month of January.

Applicants for membership during this period will only be required to file \$3 with Secretary Lang, and the applicant will then be insured until September 1 next. The Association has about completed all plans for its annual dinner that will be held in the dining room of the Kaufman Department Store, the evening of Tuesday, January 18. The entertainment committee is headed by Robert G. West, of 604 Chamber of Commerce Building, Pittsburgh. Albert Binswanger of the Joseph Horne Department store, and well known to all pottery, glass and lamp salesmen throughout the country, has again been nominated for reelection as president of the Association for the new year. Others who have been nominated, as their names will appear upon the official ballot that will be forwarded all members, are as follows:

First Vice President, J. W. Irwin, Edwin M. Knowles China Co., Newell, W. Va.; Second Vice President, Francis I. Simmers, Hall China Co., East Liverpool, Ohio; Third Vice President, Henry W. Nickel, U. S. Glass Co., Pittsburgh, Pa.; Fourth Vice President, Maurice A. Smith, McKee Glass Co., Jeannette, Pa.; Secretary-Treasurer, F. A. H. Lang, Cambridge Springs, Pa.; Directors, vote for four, W. C. Lynch, Taylor-Smith & Taylor Co., Chester, W. Va.; J. M. Hammer, Pittsburgh, Pa.; E. J. Holland, Consolidated Lamp & Glass Co., Coraopolis, Pa.; Charles W. Ashbaugh, West End Pottery Co., East Liverpool, Ohio; Kirk Bryce, Bryce Brothers Co., Mt. Pleasant, Pa.; H. A. Longstreth, Pittsburgh, Pa.; J. Swaney Hall, L. C. Smith Glass Co., Mt. Pleasant, Pa.; S. R. Frazier, Jr., Pittsburgh, Pa.

Territorial Vice Presidents—Baltimore, Ohio, Wm. L. Tickell; Cincinnati, Ohio, Carl A. Larson; New York City, Harry B. Whitney; Chicago, Ill., W. B. Lazure; Boston, Mass., Paul M. Phillips; Buffalo, N. Y., Edwin F. Schaefer; Philadelphia, Alexander Fraser; St. Louis, Mo., Fred H. Obermeyer; Cleveland, Ohio, Chas. H. Lang; Wheeling, W. Va., R. D. Otto; Los Angeles, J. T. Jacobson; Evansville, Ind., Silas Ichenhauser; Detroit, Mich., Hugo Schmidt; Dallas, Texas, Fred Klein; Indianapolis, Ind., Harper J. Ransburg; Zanesville, Ohio, V. D. Kinnan.

South Jersey Glass Co. Incorporated

Information has been received in this market of the incorporation of the South Jersey Glass Co., Camden N. J., cash a capital stock of \$125,000. Among the incorporators are John A. McPeak and I. C. Clow of Camden.

Pittsburgh Stores Do Big Business

During the last ten days there has been a tremendous rush of business in all of the Pittsburgh department stores, and in this heavy demand for holiday merchandise the china and glass departments received their full share. Extra help was required in these departments to accommodate the buyers, and throughout the late season the movement of these lines was far in excess of records of any previous year.

Bridge lamps, floor lamps and similar lighting specialties have been in excellent request, and in some instances additional stocks were ordered shipped from factories by express. The same can be said about certain lines of glassware that had an early demand and that proved popular with the buyers. All in all, the local china and glass sections of the big stores had about all the trade they could handle during the last fortnight.

Kaufmann Retiring \$75,000 Stock

The Kaufmann Department Stores, Inc., are inviting offers of \$75,000 par value of preferred stock, the shares to be purchased and canceled by the company. By the retirement of this amount of preferred stock would reduce the capital stock of this corporation to \$850,000.

Acme Glass Co. Incorporated

The Acme Glass Co. has been incorporated at Columbus, Ohio, with a capital stock of \$35,000. The incorporators of this new concern are: T. D. Stevenson, D. U. Greager, J. C. Moore, R. N. Creager and W. C. Pollock.

Bryce Bros. Co. to Show Complete Line

The complete line of Bryce Bros. Co., Mt. Pleasant, Pa., will be displayed in the usual suite occupied by this line on the first floor of the Ft. Pitt Hotel next month. The exhibit will be in charge of William H. Duvall, and who will be assisted by other salesmen of this company. A number of new and novel items will feature this display next month, but the full plans of the company at this time have not matured in all detail.

Report W. T. Grant to Open Additional Stores

It is reported in this market that the W. T. Grant Co. plans to open at least twenty additional stores during the coming year, with locations mainly in the middle west. Three of these stores are proposed for the Chicago district, and locations are now being given serious consideration by the executives of the company. This chain now consists of over 100 stores, and its volume of business this year is expected to go over \$38,000,000.

Hand-to-Mouth Buying Hurting Retail Volume?

Hand-to-mouth buying has progressed to the point among department stores and specialty shops where it might better be described as hand-to-mouthitis, according to Ernest Stein, president of A. Stein & Co., Chicago. In the opinion of Mr. Stein, this practice among buyers is now at a state where it constitutes a malignant growth on the main body of business, and unless something is done to curb the condition, it will destroy the very things it was intended to correct.

Mr. Stein has written a pamphlet on this subject under the heading of "What's Ailing Business." The subhead is entitled to "Hand-to-Mouthitis."

"The best merchants are following the simple expedient of carrying sufficiently large stocks," Mr. Stein declares, "of all standard, quick-moving merchandise. They know that their small interest investment on liberal stocks is greatly offset by increased business and no lost sales opportunities. Their practice is a direct refutation of the policies advocated in theoretical quarters. Their hard-headed, practical business experience gets down to this simple axiom: a merchant can't sell merchandise if he hasn't got it. They know that a bank can't do business without money, and they realize that profits can't be fed by starving stocks. They know that 'buying little means selling little.'"

"A clock pendulum swings just as far to the right as it does to the left.

"One mistake—persistent overbuying—has now been followed in some important quarters with as grave an error: unjustified underbuying. Hand-to-mouthitis!

"What is the result? Buyers are being forced to work day and night in an endeavor to keep their stocks in fairly good shape. They are over-working themselves along wrong lines. Instead of devoting their time and energy to the profitable task of selling and merchandising their stocks they are compelled to sacrifice much of their efforts in making up small orders and trying to get deliveries of merchandise at the last moment. Instead of reasonably anticipating requirements in one order—hand-to-mouth buying policies require that a half dozen small orders be issued, incurring a formidable extra expense to them in receiving, marking, checking and billing, to say nothing of extra freight or express charges. The burden of their sources of supply is assuming proportions out of line with



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives

New York Paul Joseph. 200 Fifth Avenue	Boston Murt Wallace, 157 Summer St.	Chicago F. T. Renshaw 30 E. Randolph St.
Philadelphia Joseph Tomkinson, 1104 Arch St.	San Francisco Marsh & Kidd, 617 Mission St.	Baltimore Harry T. Thomas & Co., 29 S. Hanover St.
Factory Representative E. B. Hill, Washington, Pa.		

The Duncan & Miller Glass Co.
Washington, Pa.

the close margin of profits upon which manufacturers are now working. One can't eat the pie and still have it. It's inevitable that some one must pay the cost of not carrying stock.

"Department store buyers are at their wits' end trying to maintain sales volume on restricted buying policies which are enforced, sometimes, without proper regard for specific requirements.

"A visit to the chain stores reveals the fact that one important reason for their increasing sales is their ample stock, well displayed. A lady recently dropped in to buy one pair of salt and pepper shakers—just the ordinary, everyday variety for kitchen use. She saw the novelty shakers on display—birds, elephants, etc. She bought the whole menagerie. A \$2.40 purchase in addition to the 20-cent investment originally contemplated. The lesson is too obvious to require extended illustration."

Followed Advice

The grocer had just put a new boy to work, and among the other instructions was this:

"If you don't happen to have what a customer wants, suggest something else as nearly like it as possible."

Soon a woman came into the store and asked the boy, "Have you any fresh green stuff today?"

"No, ma'am," answered the boy, "but we have some nice bluing."—*Forbes Magazine* (N. Y.).



WHAT THE POTTERIES ARE DOING



Dinnerware Manufacturers Hazy as to General Business Conditions

ALTHOUGH dinnerware manufacturers have been engaged for many weeks in the task of improving their lines for 1927, just what the general condition of business will be during the new year none have ventured a guess. "One guess is as good as another," is the common expression heard in the trade. The last three months has shown more general activity in the dinnerware trade than any other period during the year, with the possible exception of the first few months of 1926. The dullness during the second and third quarter was most pronounced, as all who are identified with the trade admit. Department stores during the last year were not as active in the market as former records disclose, and buying as a general rule was on the hand to mouth basis. In fact this character of trade bought on consecutive lines, and only occasionally was any volume business placed, outside of merchandise for special sales. Mail order houses, however, and also syndicate stores took a large volume of the dinnerware production of the local district, and this volume of trade appears to be growing, rather than showing any decline. Manufacturers hold, however, that the usual volume of dinnerware business will be placed by department store buyers during January, and it is also believed that should these stores show depleted stocks at the close of the holiday season that perhaps a more liberal volume of business will be placed on open stock business. Some very attractive patterns have been added to dinnerware lines for 1927 delivery. These are to be had on both the white and ivory body. Several new ivory lines are to be added for 1927.

Clifford R. Ham Visits Pottery District

Clifford R. Ham, for the last six years engaged as a salesman with Geo. Borgfeldt & Co., New York, has been spending several days in the local district, being registered at the Travelers Hotel. Mr. Ham has resigned his connection with the Borgfeldt Co.

Charles E. Wilson With American Bisque Co.

Charles E. Wilson, who has been traveling the Eastern Ohio, Western Pennsylvania and West Virginia territory, will represent the American Bisque Co., Williamstown, W. Va., in the same territory effective Jan. 1. The Williamstown plant is under the control of B. E. Allen, formerly of this city, and who with others began the operation of the Sterling China Co.'s plant at Wellsville. When

he sold his interest in that property, he took over the Williamstown plant, which has a capacity of three kilns.

Taylor, Smith & Taylor to Show New Treatments

A number of new treatments are to be shown for 1927 delivery by the Taylor, Smith & Taylor Co., Chester, W. Va., on their "Belva" shape, which was brought out early this year. This line will be displayed in a very complete manner at Pittsburgh, Pa., during the January season, which will also include a complete assortment of new decorations on their breakfast and luncheon sets.

Demand for Yellow Ware Pronounced

The demand for yellowware during the last season has been very pronounced, according to the D. E. McNicol Pottery Co., East Liverpool, which concern is operating the only yellow ware pottery in this pottery district. The entire line has been selling well, but the sale of bowls has been exceptionally heavy. At the No. 1 plant of this company, orders for souvenir plaques showed a greater volume than ever before. All of these goods have been shipped, the new line of 1927 souvenir goods is now being displayed in the sample room of this factory. Numerous new patterns have also been added to the semi-porcelain dinner line of the firm.

F. F. Debolt's Condition Improved

The condition of F. F. Debolt, a well known hotel and restaurant ware jobber of East Liverpool, who has been critically ill at his home, following an operation, is somewhat improved. He has been confined for about a month. For some years Mr. Debolt has been closely associated with the distribution of the lines of the Mayer China Co., Beaver Falls, Pa.

Sebring Heads Movement to Boost Sebring Town

E. H. Sebring, of the E. H. Sebring China Co., Sebring, O., is heading a movement at Sebring launched by the business men of that community to boost the town of Sebring. A constructive building program has been suggested by these business interests and plans for a program of this character are now being worked out.

Christmas Holiday Periods Vary

The Christmas holiday period for the local pottery district will vary in extent. Some potteries closed Thursday

ot to resume active operations until Jan. 3, while others
re to be idle only the Christmas and New Year holidays.
During the idle period stock inventories will be taken, and
reports compiled for the annual reports. Pottery plants
outside the East Liverpool district will observe about the
same holiday schedules as prevail in this locality. How-
ever, all plants it is said, will resume production the first
week of the new year.

Colonial Co. to Show New Patterns

Although the Colonial Co. will not show a new shape
for 1927, this factory will present a large variety of new
patterns on its current white body issues. "We have as-
sembled the best line of decorations in the history of the
plant," E. W. Clinton, of the sales department, announced
his week.

Research Work Advances Dinnerware Quality

The activity in ceramic research work, both by the Bu-
reau of Standards at Washington, D. C., at different State
Universities working in conjunction with the Bureau of
Standards, and that laboratory work now being done at
different plants will go a long way toward advancing the
quality of American dinnerware, manufacturers declared
this week. Eight major studies are now in progress, and
the final results of this work will soon be placed in the
hands of all manufacturers. The Research Committee of
the United States Potters' Association is also actively en-
gaged at this time in working out several major problems,
all of which will be of vast concern to the production end
of the dinnerware business. As a result of some studies
already completed, the manufacturers have been enabled
to materially reduce factory losses, and at the same time
add to the quality of the ware now being placed on the
market. Keen interest is being displayed by all dinner-
ware manufacturers in these laboratory studies, and when
results are announced, plant managers are quick to follow
the suggestions that are made in the official reports.

Crooksville to Show New Patterns

All of the new patterns of the Crooksville China Co.,
Crooksville, O., will be shown at the Pittsburgh, Pa., sales
season on the "Hostess" shape of this factory. A dozen
or more new treatments have been added to the line, it has
been announced. In addition to the new offerings this
factory will also include its more popular patterns of the
1926 period, and these also will be displayed at Pitts-
burgh.

Albright Has Three Shapes

Three shapes of dinnerware will be shown by the Al-
bright China Co., of Carrollton and Scio, O., at the Pitts-
burgh market next month, it has been announced, and each
of these shapes will be featured with new decorations.
These shapes are their "Glendene" a fancy shape; "High-
land" a plain shape and the "Pilgrim" an octagon shape.

(Continued on page 23)



THE REWARD OF BUSINESS
FOR SERVICE RENDERED IS A
FAIR PROFIT PLUS A SAFE RE-
S E R V E , COMMENSURATE
WITH THE RISKS INVOLVED
AND FORESIGHT EXERCISED.

—U. S. Chamber of Commerce, "Principles of
Business Conduct."

R & H is a great believer in the
idea of giving service and de-
pendably uniform materials.
The R & H organization earn-
estly endeavors to meet your
requirements in Feldspar and
other Ceramic materials by
maintaining the highest stand-
ards.

Obviously, good service helps
you. We reap the rewards of
service through your confi-
dence and appreciation.

The
ROESSLER & HASSLACHER CHEMICAL CO.

709 Sixth Avenue
New York

Boston	Pittsburgh	Trenton
Philadelphia	Cleveland	New Orleans
Chicago	San Francisco	Baltimore
	Kansas City	



What's In A Name?

Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

*A post card request
will bring our rates*



Crockery and Glass Journal

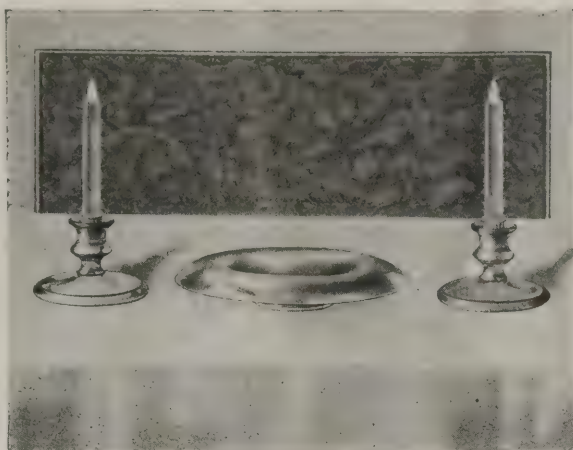
45 East 17th Street

-:-

New York

DECIDEDLY DECORATIVE

From every direction there is a call for low centerpieces and candleholders, particularly in colored glass, for dining and console table decoration.



You can meet that demand with this set—a rolled-edge flower or fruit bowl, and either two or four candleholders—in amber, light blue or light green glass.

No. 8096. CENTERPIECE SET

United States Glass Company

PITTSBURGH, PA.

Seventeen Sales Offices and Display Rooms—There's One Near You

NATIONAL

Ivory

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200 Fifth Ave., N. Y.
E. J. Nickey
204 Grand Avenue
Milwaukee
F. A. Miner
5 Prospect Street
Rochester, N. Y.

Representatives:

E. E. Wilgus
Rooms 35, 36, 37
111 Summer Street
Boston, Mass.
Earl W. Newton
& Associates
9 No. Wabash Avenue
Chicago

Western Glass Pro. Co.
149 New Montgomery St.
San Francisco, Cal.
Western Glass Pro. Co.
L. C. Smith Bldg.
Seattle, Wash.
Western Glass Pro. Co.
1216 Fourth Ave., L. A.

The NATIONAL CHINA CO. SALINEVILLE, O.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

For use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
COMPANY
Beaver Falls-Pa

Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

This is the seventh of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

IN the previous articles we discussed the computation of the normal tax, the surtax and the earned income credit. Only one more possible computation remains, namely, the tax on capital gains and losses. That is what will be taken up in this article.

CAPITAL GAINS AND LOSSES

The law gives special and favorable consideration to the tax on gains from so-called capital assets. It will be recalled that the surtax rate goes up to 20 per cent and the normal tax rate may amount to 5 per cent, so that one may have to part with 25 per cent of his profit for income taxes. Under the capital gains provision, however, the tax rate is limited to 12½ per cent where the assets had been owned for two years or more, the theory of the law being that it would be unfair to tax a profit in the regular way in one year, when the profit really had accrued over a period of years. On the other hand, where the transaction results in a loss instead of a gain, the limitation works just the other way and the tax that would otherwise be payable, cannot be reduced by a maximum of 12½ per cent of the loss.

THE TWO YEAR PERIOD

We said that the profits and losses resulting from the sale of property held for more than two years are capital gains and losses. There are some peculiar things about this two year period that should be noted. In the first place, if a stock dividend is declared, it is not the date of the actual receipt of the new stock that begins to measure the two year period. Instead, the new stock is deemed to have been already held for as long as the old stock had been owned. In 1926, for example, the General Motors Co. declared a 50 per cent stock dividend. If a person bought 100 shares of General Motors in 1922, in 1926 he received an additional 50 shares. These 50 shares are regarded to have been owned by the stockholder since 1922, so that if he went out the next day after he had actually received them, and sold them, the gain or loss would be regarded as a capital asset transaction.

A similar rule holds with respect to property that is acquired by gift. If A bought a piece of real estate in 1923 and gave it to B in 1926, and B sold it in 1926, B is deemed to have held the real estate since 1923, and, therefore, any profit would be regarded as capital gain, and any loss as capital loss.

CAPITAL GAINS OPTIONAL

Let us see just to what extent the capital gain limitation results in a saving. In the first place, not everybody's income is subject to a 12½ per cent tax. It is apparent, therefore, that as to such individuals, a tax of 12½ per cent on their capital gains would be a detriment rather than an advantage. However, since the law is designed to help rather than hurt on the side of profits, provision is made that it is optional with the taxpayer whether he wants to come under the capital gain limitation or not. As a general proposition, the maximum tax rate on net incomes below \$30,000 is less than 12½ per cent, so that all those whose income is less than that amount should not elect to come under the capital gain provision, but, instead, compute their tax in the regular way. Those whose net incomes are in excess of \$30,000 will probably find it profitable to take advantage of the tax rate limitation on their capital gains.

An illustration will bring this home more forcefully. We will assume that A a married man, with no dependents, and an earned income of \$5,000, has a total net income of \$75,000, of which \$25,000 is from capital net gains and \$50,000 of ordinary income. If no consideration were given to the capital gain provision and the tax were computed in the regular manner on an income of \$75,000, the tax would be \$10,309.38. However, by giving effect to the capital gain limitation, the regular tax is computed on an income of \$50,000, resulting in a tax of \$5,079.38. The tax on the \$25,000 of capital gains at 12½ per cent would be \$2,875, making the total tax \$7,954.38. As the tax without the capital gains provision considered was \$10,309.38, there is a saving of \$2,355.

CAPITAL LOSSES COMPULSORY

Now let us see how it would work out with capital losses. The rule here is in one very important respect different from that of capital gains. We said that it was optional with the taxpayer whether he computed his tax considering the capital gain feature of the law or not. In the cases of capital losses, however, where the application of the limitation results in a higher tax than if the income were computed in a regular way, the tax *must* be computed on the basis of the capital losses. Let us take the case of A again, and we will assume this time that the situation

(Continued on page 23)

List of Exhibitors at Chicago Shows

Armor Bronze Corporation	Garwood, N. J.	Leathersmith Shops	Glenside, Pa.
Art Craft Import Co.	Chicago, Ill.	Mrs. E. D. Leavitt	Chicago, Ill.
Art Industries, Inc.	New York, N. Y.	Lewis Importing Co.	Portland, Ore.
Art Metal Studios	Chicago, Ill.	Liberty Art Craft Studio	Chicago, Ill.
Bath Salt Co. of America	New York, N. Y.	Lincoln Bros. Specialty & Mfg. Co.	Chicago, Ill.
Henry S. Beach	El Paso, Texas	Loomis-Brown Art Co.	Remsen, N. Y.
Beardsley Studios	Chicago, Ill.	Louray Co.	Grand Rapids, Mich.
Julius Beckhard Co.	New York, N. Y.	M. & M. Novelty Co.	Chicago, Ill.
Louis Bierfeld Co.	Chicago, Ill.	Majestic Lamp Works	New York, N. Y.
Milt Rite Mfg. Co.	Chicago, Ill.	H. Mallouk & Co.	New York, N. Y.
Michael Blum	New York, N. Y.	Manhattan Novelty & Gift Co.	New York, N. Y.
Mosca-Nelson-Pryor Co.	Webb City, Mo.	Mathilde	Kansas City, Mo.
Botanical Decorating Co.	Chicago, Ill.	A. C. McClurg	Chicago, Ill.
I. W. Carr & Co.	W. Somerville, Mass.	Carolyn McCracken	Chicago, Ill.
Farold Chesson & Co.	W. Brookfield, Mass.	McIntosh Leather Goods, Inc.	Chicago, Ill.
Chicago Gift Market	Chicago, Ill.	Merwin-Wilson, Inc.	New Milford, Conn.
Chicago Importers	Chicago, Ill.	North Side Statuary Co.	Chicago, Ill.
Chino & Co.	Chicago, Ill.	Norwood Co.	Cincinnati, Ohio.
Colonial Candle Co.	Hyannis, Mass.	P. J. Osborne	Holland, Mich.
Colonial Lamp & Fixture Works	Chicago, Ill.	W. C. Owen, Inc.	Chicago, Ill.
Computing Cheese Cutter Co.	Anderson, Ind.	R. M. Peare Co.	Chicago, Ill.
Consolidated Lamp & Glass Co.	Coraopolis, Pa.	Pillowcraft & Max Kohn	Chicago, Ill.
Continental Novelties	Wilmington, Del.	Harper J. Ransburg	Indianapolis, Ind.
J. M. Coopersmith Co.	Chicago, Ill.	Rapaport Brothers	Chicago, Ill.
Cowan Pottery Studio	Rocky River, Ohio.	W. C. Redmon Sons & Co.	Peru, Ind.
Decorative Linen Co., Inc.	New York, N. Y.	T. M. Schollenberger	17 N. Wabash Ave.
Decorative Plant Co.	New York, N. Y.	H. C. Fry Glass Co.	17 N. Wabash Ave.
Dixon Novelty Co.	Dixon, Ill.	Beaver Valley Glass Co.	17 N. Wabash Ave.
Dooner-Logan	Chicago, Ill.	Sherwood Bros. Co.	17 N. Wabash Ave.
East India Art Co.	Los Angeles, Cal.	Earl W. Newton & Associates	9 N. Wabash Ave.
Eylar	Seattle, Wash.	Imperial Glass Company	9 N. Wabash Ave.
Ficks & Co.	Chicago, Ill.	Economy Glass Co.	9 N. Wabash Ave.
Marshall Field & Co.	Chicago, Ill.	Earl W. Newton Co.	9 N. Wabash Ave.
Fourman Bros. & Co.	New York, N. Y.	Owen China Co.	9 N. Wabash Ave.
Francois, Importeur	Wilmington, Del.	National China Co.	9 N. Wabash Ave.
G. B. & H. Gift Mfg. Co.	New York, N. Y.	Kewaskum Aluminum Co.	9 N. Wabash Ave.
Gift House	New York, N. Y.	Amer. Stamping & Enamelling Co.	9 N. Wabash Ave.
Gifts Co.	New York, N. Y.	American Woodenware Co.	9 N. Wabash Ave.
Gift Shop Necessities	Kansas City, Mo.	Squeeze Ezy Mop Co.	9 N. Wabash Ave.
I. Gigan	Baltimore, Md.	Geo. H. Bowman Co.	17 N. Wabash Ave.
Hansen Trading Co.	New York, N. Y.	E. M. Meder Company	17 N. Wabash Ave.
Helburn Bros.	Toledo, Ohio.	Canonsburg Pottery Co.	17 N. Wabash Ave.
M. Elizabeth Henson	Chicago, Ill.	Mercer Pottery Co.	17 N. Wabash Ave.
Herbert & Neuwirth	New York, N. Y.	Paden City Pottery Co.	17 N. Wabash Ave.
J. A. Hettler Co.	Brooklyn, N. Y.	F. S. Lowery Pottery Co.	17 N. Wabash Ave.
Hill Top Studios	Chicago, Ill.	Maryland Glass Co.	17 N. Wabash Ave.
Hector Studios	Chicago, Ill.	Jeanette Glass Co.	17 N. Wabash Ave.
W. H. Howell	Geneva, N. Y.	Ebenezer Glass Co.	17 N. Wabash Ave.
Industrial Trading Corp.	Chicago, Ill.	Muncie Clay Products Co.	17 N. Wabash Ave.
Italian Art Importing Co.	Rochester, N. Y.	Perfect Glass Co.	17 N. Wabash Ave.
Frank M. Katz & Co., Inc.	New York, N. Y.	Buckeye Aluminum Co.	17 N. Wabash Ave.
Kovar's, Inc.	New York, N. Y.	Peoria Metal Specialties Co.	17 N. Wabash Ave.
Wm. Kyle	Philadelphia, Pa.	Goshen Stamping & Tool Co.	17 N. Wabash Ave.
L. V. L. Candlestick Co.	Minneapolis, Minn.	Rockford Peerless Furniture Co.	17 N. Wabash Ave.

Continental Silver Co.	17 N. Wabash Ave.	Automobile Paper Machine Co.	Hilton, N. J.
Buffalo Manufacturing Co.	17 N. Wabash Ave.	Automatic Wire Goods Co.,	Canal Place & 144th St., N. Y. C.
Schaffer Tin Ware Co.	17 N. Wabash Ave.	Beh & Co., Inc.	1140 Broadway, New York
Kelly & Reasner	17 N. Wabash Ave.	Bellaire Enamel Co.	Bellaire, Ohio
D. C. Jenkins Glass Co.	17 N. Wabash Ave.	Bersted Manufacturing Co.,	5201 West 65th St., Chicago, Ill.
Walter G. Minnemeyer	17 N. Wabash Ave.	Bicknell Lumber Co., J. F.,	16 Mulberry St., Worcester, Mass.
Hocking Glass Co.	17 N. Wabash Ave.	Callan & Conover	367 W. Adams St., Chicago
Lancaster Glass Co.	17 N. Wabash Ave.	Cincinnati Galvanizing Co.,	2724 W. McMicken Ave., Cincinnati
Standard Mfg. Co.	17 N. Wabash Ave.	Decorative Metal Co.	Taunton, Mass.
Ira A. Jones Co.	9 N. Wabash Ave.	Des Moines Wood Products Co.,	516 S. W. 9th-St., Des Moines, Ia.
Pope-Gosser China Co.	9 N. Wabash Ave.	Dominion Electric & Mfg. Co.	Minneapolis, Minn.
Seneca Glass Co.	9 N. Wabash Ave.	Elgin Stove & Oven Co.	Elgin, Ill.
Susquehanna Cut Glass Co.	9 N. Wabash Ave.	Farber, S. W., Inc.	141 South 5th St., Brooklyn, N. Y.
W. C. Owen, Inc.	17 N. Wabash Ave.	Grand Rapids Wire Products Co.,	Grand Rapids, Mich.
Helm & Soukup	17 N. Wabash Ave.	Great States Lawn Mower Co.	Richmond, Ind.
Phillips Glass Co.	17 N. Wabash Ave.	Greener, H. M., Sales Co.,	56 E. Randolph St., Chicago.
Atlantic Import Corp.	17 N. Wabash Ave.	Hinkle-Leadstone Co.	60 East Lake St., Chicago.
The Cambridge Glass Co.	17 N. Wabash Ave.	Hinz, G. E.	186 N. LaSalle St., Chicago.
Mrs. E. D. Leavitt	17 N. Wabash Ave.	Holmquist-Swanson Co.,	2756 W. Superior St., Chicago.
Manufacturers Sales Service	17 N. Wabash Ave.	Home Comfort Co.	881 Newcomb St., St. Paul, Minn.
United States Glass Co.	30 E. Randolph St.	Kohler Die & Specialty Co.	DeKalb, Ill.
A. L. Reed Co.	New York, N. Y.	Kopf, Marcus S.	115 S. Dearborn St., Chicago, Ill.
Regal Art Co.	Chicago, Ill.	Lamco Products Co.,	1540 N. Ashland Ave., Chicago.
W. Reichert & Co.	New York, N. Y.	Mann Utilities Corp.	221 E. 99th St., New York, N. Y.
C. & A. Richards	Boston, Mass.	Master Metal Products, Inc.,	291 Chicago St., Buffalo, N. Y.
Mary Ryan	New York, N. Y.	McCourt Studios	Minneapolis, Minn.
E. H. Ryckoff & Co.	Chicago, Ill.	Milwaukee Coaster Co.,	1813 Fond du Lac Ave., Milwaukee, Wis.
Hugo W. Schmidt Co.	Detroit, Mich.	Mt. Vernon Garden Trellis Mfg. Co.,	Mt. Vernon, Ohio.
David S. Schneider	Milwaukee, Wis.	National Basket Co.	123 Prince St., New York, N. Y.
Jacob Schorsch	New York, N. Y.	National Washboard Co.,	1717 Strauss Bldg., Chicago.
M. Seller & Co.	Portland, Ore.	New Standard Corp.	Mt. Joy, Pa.
Shannon Studios	Cleveland, Ohio.	New York Standard Co.,	91 Kent Ave., Brooklyn, N. Y.
Don Shasteen Studios	Toledo, Ohio	Peerless Light Co.,	663 W. Washington Blvd., Chicago.
Sheld-O-Kraft Co., Inc.	Alleghany, N. Y.	Porter, C. B., Co.,	124 North 2nd St., Philadelphia, Pa.
Slepin Studio	Philadelphia, Pa.	Queen Mfg. Co.,	2600 North Western Ave., Chicago.
Spiegel Bros.	Chicago, Ill.	Rapaport Brothers	701 West Ohio St., Chicago.
Stein & Ellbogen	Chicago, Ill.	Salmonsens, S., & Co.	New York, N. Y.
The Steinbeck Co.	Chicago, Ill.	Schrayner, Robt. M., & Co.,	917 West 18th St., Chicago.
Nathan Straus & Sons, Inc.	New York, N. Y.	Security Electric Mfg. Co.,	2635 Canton St., Chicago.
Sugar Plum Tree	Northampton, Mass.	South Montrose Mfg. Co.	South Montrose, Pa.
Taiyo Trading Co.	Chicago, Ill.	Space Saver Clothes Rack Co.	Kendallville, Ind.
The Treasure Chest	Asheville, N. C.	Sterling Woodenware Co.	Sterling, Ill.
Trinity Giftware Co., Inc.	Brooklyn, N. Y.	Stoware, Inc.	Stowe, Vt.
Ullman Manufacturing Co.	Long Island City, N. Y.	Stuber & Kuck	Peoria, Ill.
J. Baxter Webb	Cincinnati, Ohio.	Travis, V. M.	56 E. Randolph St., Chicago.
Ernest Wolf	Chicago, Ill.	Tribble Cordage Mills	56 Temple Pl., Boston, Mass.
Zefume, Inc.	Chicago, Ill.	Union Brush Co.	236 E. Front St., Cincinnati, O.
Lund Art Co.	New York, N. Y.	Weil-Ransom Co.	816 Fulton St., Chicago.
All American Service & Mfg. Co.	56 E. Randolph St., Chicago.	Wilmort Manufacturing Co.,	430 S. Green St., Chicago.
Allweather Ventilator Co., Inc.,	6 N. Michigan Ave., Chicago.		
American Cutlery Co.	764 Mather St., Chicago		
American Foundry Co.	Hamilton, Ohio.		
American Steel Products Co.	Macomb, Ill.		
Art Specialty Co.	728 W. Randolph St., Chicago		

Cut Glass Rates

(Continued from page 10)

weight of 4 cents per dozen over the old L. C. L. rates is possible. Proportionate savings to all parts of the country are possible through the new rates and we feel most certain that all factories will so extend their radius of distribution that they will at least double their present Cut Glassware sales in a very short time.

Pottery News

(Continued from page 17)

While the Carrollton plant of this interest has been working rather steadily of late, production at the Scio factory during the last two months has been on nominal schedules only.

Illinois China Installing Heating Plant

A new heating system is being installed in the plant of the Illinois China Co., at Lincoln, Ill. The company has erected an addition to its factory in which the heating plant will be installed. The clay shop at this pottery has been working but part time of late, but more active production schedules are to be inaugurated after the first of the year, it is announced.

Both Steubenville Plants Producing Ivory Body

Both plants of the Steubenville (O.) Pottery Co. are now producing an ivory body, and according to Harry D. Wintringer, president of this company, the outlook for an active demand for this line during the early part of 1927 is quite promising. This company first began the production of ivory in their No. 2 factory, and when the demand became so strong, it was necessary to discontinue the production of a white body at their No. 1 plant at Steubenville, and substitute the ivory body. The firm will show this ivory line at the Pittsburgh show next month in a number of new treatments.

Income Tax

(Continued from page 20)

is reversed. He has a net income of \$50,000, arrived at by deducting from the ordinary income of \$75,000, capital

losses of \$25,000. The tax on an ordinary net income of \$50,000 is \$5,079.38. However, by considering the capital loss limitation, the tax is first computed on the ordinary income of \$75,000, or a tax of \$10,309.38. The effect of the capital loss of \$25,000 is a maximum reduction of 12½ per cent, i.e., 12½ per cent of \$25,000, or \$2,875. A's tax is, therefore, \$7,434.38. If the limitation for capital losses did not have to be considered, but, instead, everything computed on the regular basis, the tax would have been \$5,079.38, so that as a result of the capital loss limitation, A must pay a higher tax of \$2,355.

Many readers' questions have accumulated, and it is planned to take care of them in the next article. In addition, if space permits, we will start the discussion of how net losses of one year can be applied against income of subsequent years.

Government Bureau Shows Profits

(Continued from page 11)

Varied phases of trade promotive activity by the Bureau's foreign representatives, reported by Klein, include the securing of effective foreign representation of American goods, aid in connection with large contracts, governmental loans, adjustment of trade disputes and difficulties, protection of American trade-marks and copyrights, securing equitable treatment for American goods under local regulative measures, and many others.

In view of these accomplishments of the Foreign Service of the Department, which has just rounded out its twenty-first year, especial force is given to the urgent recommendation in the report that the long-delayed legislation, providing for the establishment of the Foreign Commerce Service on a permanent statutory basis, now pending before the Senate as the Hoch-Willis Bill, be enacted at the earliest possible moment.

The retrospect and prospect for increased sales of American goods in the markets of the world are altogether encouraging, according to Klein. Until recently, it has been impossible to judge whether the increased volume of our export trade was merely accidental and temporary or whether it reflected a general trend which might be expected to continue. It is now clear, according to Klein, that the growth of our export trade from the low point

(Continued on page 31)

Special for Glassmakers and Potters

GREEN OXIDE OF CHROME

LIGHT, MEDIUM AND DARK

Guaranteed to contain no Free Sulphur nor Sulphides

Manufactured by

B. F. DRAKENFELD & CO. INC.

50 Murray St.

New York

CROOKSVILLE
CHINA CO
U. S. A.



H-2M Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"
The Crooksville China Co.
CROOKSVILLE, OHIO
Main Office and Factory
EASTERN REPRESENTATIVE
Herbert A. Wellington
Boston, Mass.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
343 Morrison Hotel
J. E. Boring
Representative



Gammon's

round out
Unique Service
with
Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the cracked Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.



ECONOMY TUMBLERS
"JUST WHAT THE NAME IMPLIES"

**American China
for
American Homes**

Albright China
for the Jobber and Syndicate Buyer

Three Shapes

Glenderefancy
Highlandplain
Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.
Main Office
Carrollton, Ohio

Factories
Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

TRADE MARK
CARROLLTON
CHINA

The Carrollton Pottery Co.
INCORPORATED 1903
MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE
"SUPERIOR"
SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives
HERBERT K. CONNOR East
CHAS. A. WEIDEMANN West
ROY E. HENDERSON President

New York Imports

December 9

S. S. Belgenland from Antwerp, Belgium

Anthel, A. B., 2 cases glassware
 Andeville, A. J., Co., 7 casks earthenware
 N. Y. Mdse Co., 1 case glassware
 Mitchell Bissell & Co., 7 cases crockery
 Metz, O., Inc., 47 cases crockery
 Nutter Bros., 2 cases crockery, 1 case toys
 Barth, L., & Co., 4 crates earthenware
 Mackman, B., & Co., 1 case crockery, 14 cases toys
 Globe Shpg. Co., 16 cases earthenware
 Rosenthal China Corp., 1 case crockery
 Cox & Fahner, 10 cases glassware
 Livingston Bros., 20 cases glassware, earthenware, etc.
 Straub, P. A., & Co., 50 cases crockery
 Order, 85 cases glassware

S. S. Carmania from Southampton, England

Order, 1 case porcelain

S. S. Baltic from Liverpool, England

Livingston Bros., 1 case glassware, 1 crate and 1 cask glassware
 Davis Collamore, 1 cask chinaware
 Fenton, A. W., 23 cases earthenware
 Dickinson, E. B., Inc., 24 packages earthenware
 Tharaud, Justin, Inc., 4 crates earthenware
 Andeville, A. J., 14 packages earthenware
 Maddock & Miller, 4 casks china, 40 packages earthenware
 Barth, L., & Co., 4 crates earthenware
 Boote, Edw., 18 packages earthenware 3 casks china
 Rolland & Marselius, 6 crates earthenware
 Leyland, P. N., Inc., 3 crates earthenware, 3 casks earthenware
 Borgfeldt, G., & Co., 5 packages earthenware, 1 case toys
 Panama Pacific Lines, 3 cases earthenware, 30 crates earthenware, 1 case china

S. S. Republic from Bremen, Germany

Hirsch, F. B., & Co., 8 cases glassware
 Morris Goldberg & Son, 4 cases glassware
 State Bank, 10 cases glassware
 Bailey Green & Elger, 16 cases glassware
 Hirsch, G., & Son, 76 cases glassware
 Sellers, C. W., 2 cases decals.
 Elliott Green & Co., 1 case glassware
 Kramer, F. L., & Co., 3 cases earthenware
 Lisner, D., & Co., 11 cases toys and crockery
 Field, B. H., & Co., 40 cases crockery
 Borgfeldt, G. & Co., 61 cases glassware and toys
 American Exp. Co., 1 case china

S. S. Alaunia from Liverpool, England

Guarantee Trust Co., 25 crates earthenware
 Plummer, W. H., & Co., 3 hogsheds earthenware
 Dickinson, E. B., Co., 3 crates earthenware

S. S. Cabo Tortosa from Genoa, Italy

Vanoppen & Co., 6 packages crockery
 Olivetti, A., & Co., 4 cases earthenware
 Neuwirth, H., & Co., 42 packages earthenware
 Amer. Shpg. Co., 2 cases earthenware
 Globe Shipping Co., 1 cask earthenware
 Gommi & Co., 21 cases earthenware and marble
 Nelson, F. O., 6 cases earthenware
 Wallace F. E., 4 casks earthenware
 Cleveland Trust Co., 50 casks earthenware
 Lauterjung, P., 2 casks earthenware
 Guidotti, L., 10 cases earthenware
 Wanamaker, J., 14 cases earthenware
 Amer. Exp. Co., 9 packages earthenware
 Lazarus & Rosenfeld, 11 casks crockery
 Caragol A. B., 6 cases crockery
 Bloch, L. D., & Co., 152 casks crockery
 Downing, R. F., & Co., 10 casks crockery

December 10

S. S. Minnekahda from London, England

Maguire, P., & Co., 1 case china and earthenware
 Kemp, E., 1 case glassware
 Borgfeldt, Geo. & Co., 1 case toys
 Van Oppen, & Co., 6 cases glassware
 Panama Pacific Lines, 1 case porcelain

December 11

S. S. Thuringia from Hamburg, Germany

Philip Freeman Co., 9 cases glassware
 Schenkers, Inc., 15 cases crockery
 Tice & Lynch, 7 cases hollow glass
 Hempstead, O. G., & Sons, 1 case china
 Phoenix Shipping Co., 6 cases earthenware

Seller, C. W., 12 cases toys
 Tharnauer, G. M., & Co., 20 cases glassware
 Woolworth F. W., & Co., 19 cases crockery, 10 cases toys
 Brosky & Savak, 3 cases crockery
 Ovington Bros., 3 cases hollow glass
 Young, D. F., 9 cases hollow glass, earthenware, etc.
 Natl. City Bank, 27 cases glassware
 Horsman, H. J., Co., 7 cases crockery
 Stern Bros., 1 case crockery
 Weiss Fwdg. Co., 8 cases toys and crockery
 Amer. Hawaiian S. S. Co., 1 case china goods
 Borgfeldt, G., & Co., 32 cases toys and crockery
 Shenkers, Inc., 25 cases toys and glassware
 Sheldon, G. W., & Co., 83 cases glassware
 Sheldon, G. W., & Co., 4 cases glassware
 Janson Co., 14 cases crockery
 Bank of the Manhattan Co., 2 cases crockery
 Bloch, L. D., & Co., 3 cases crockery, 1 case earthenware
 Singer Bros., 3 cases toys, 1 case glassware
 Reimer, F. C., Co., 10 cases earthenware, 20 cases crockery
 Straus, N., & Sons, 33 cases crockery
 Byrnes W. J., & Co., 7 cases crockery
 Happel & McEvoy, 46 cases toys and hollow glass
 Inwald, J., Glass Co., 3 cases hollow glass
 Wedemann, Godnecht & Lally, 125 cases toys
 Lazarus & Rosenfeld, 5 packages crockery
 Block, J. L., & Son, 58 cases crockery
 Tomby, B. & Co., 39 casks crockery.
 Carstens, C. & E., 2 cases crockery
 Shaffer, M., Co., 50 cases crockery and glassware
 Roth H., 2 cases glassware
 Friedman & Slater, 10 cases earthenware and hollow glass
 Belgian Trading Co., 3 cases hollow glass
 Inwald, J., Glass Co., 6 cases glassware, 1 case crockery
 Barth, L., & Co., 3 cases crockery
 Downing, R. F., & Co., 12 cases hollowglass, etc.
 Butler Bros., 2 cases crockery
 Stern, S., 10 cases glassware
 Wolf, L., & Co., 3 cases toys and 2 cases crockery
 Straub, P. A., & Co., 5 cases hollow glass
 Stern, S., 19 cases crockery and glassware
 Pomerance, S. H., 39 cases glassware and toys
 Fenton, A. W., Co., 7 cases crockery and glassware
 Sullivan, W. C., & Co., 31 packages and glassware
 Friedlaender, O. O., 62 cases glassware and crockery
 Sullivan, W. C., & Co., 16 cases crockery, etc.
 Bernard, J. E., & Co., 58 cases crockery and glassware
 Brown Bros. & Co., 2 cases glassware
 N. Y. Mdse Co., 127 cases toys
 Globe Shipping Co., 219 cases toys, crockery, etc.
 Phoenix Shpg. Co., 181 cases toys and crockery

S. S. Majestic from Southampton, England

Sheldon, G. W., & Co., 1 case chinaware
 Tausig & Pilcer, 1 case toys and 4 cases glassware
 Kayser, H., & Sons, Inc., 15 cases glassware and china
 Piger, L. T., Inc., 19 cases glassware
 Haviland China Co., 60 casks porcelain
 Vogt & Dose, 9 casks porcelain
 Koons Wilson & Co., 5 casks porcelain
 Streiff Co., 9 casks porcelain
 Straus N., & Sons, 10 casks porcelain
 Panama Pacific Lines, 1 cask porcelain

S. S. Kofuku Maru from Hamburg, Germany

Block, J. L., & Son, 18 cases crockery

S. S. Bellepline from Rotterdam, Holland

Amer. Shpg. Co., 5 cases earthenware
 Roessler & Hasslacher, 218 casks chemical
 Bloch, L. D., & Co., 20 cases china and earthenware

S. S. Antonia from London, England

Sheldon, G. W., & Co., 1 cask earthenware

December 13

S. S. Columbus from Bremen, Germany

Colgate & Co., 70 cases crockery
 Straus Bros. Co., 1 case earthenware
 Continental Ceramics Corp., 12 cases crockery
 Butler Bros., 1 case hollow glass
 Hempstead, O. G., & Son, 3 cases chinaware
 Phoenix Shpg. Co., 3 cases chinaware, 1 case earthenware
 1 case toys
 Sullivan, W. C., 2 casks 1 case china
 Semon Bache & Co., 16 casks glassware
 Hamrah, A. J., Co., 2 cases crockery
 Bernard, J. E., & Co., 1 case crockery

(Continued on page 28)

OUTBABLING BABEL —



HE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

*A postcard request will
bring our rates.*

The CROCKERY *and* GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street

New York

Says Low Salaries Hit Justice

In an appeal to business organizations of the country to interest themselves in securing adequate compensation for federal judges, John W. O'Leary, president of the Chamber of Commerce of the United States, directs attention to the fact that while the per capita expenditures for the independent establishments of the government for the fiscal year 1926 were \$3.73 for all of the federal courts the amount is approximately 12½ cents.

"Low salaries," Mr. O'Leary adds, "constitute a menace to the administration of justice. In filling judgeships the field of choice is often limited by the salaries offered. In the profession of law the rewards for competent men are high and, therefore, it becomes necessary to offer liberal salaries in most cases in order to attract the type of men who ought to serve the courts of the United States."

It is pointed out that the Lord High Chancellor of England, a position corresponding to the Chief Justice of the Supreme Court of the United States, receives the equivalent of \$50,000 a year. The Lord Chief Justice of England receives approximately \$40,000 a year. Other positions in the judiciary of England, corresponding to the Supreme Court of the United States, have salaries ranging from \$25,000 to \$30,000.

In Scotland, in Ireland, in India, and in South America salaries of judges greatly exceed American salaries and in many cases are twice the amount paid in this country to judges occupying corresponding posts.

Cotton, Autos and Gas Lead Exports

Cotton, automobiles and gasoline are disclosed as the triumvirate of leading American exports in an analysis of foreign trade made by the Department of Foreign Commerce of the Chamber of Commerce of the United States for the first half of 1926.

Cotton maintains its supremacy as the chief item, with an export value for the six months of \$324,886,000. This, however, represents a decline of 30 per cent. from the same period last year. Automobiles, parts and accessories, not including tires, comes second with \$172,591,000, an increase of 8.5 per cent. Gasoline, naphtha and other light products rank third with \$137,542,000, an increase of 43 per cent.

Striking changes occurred in the order of other important exports. Wheat, our fourth chief export a year ago, is now in eleventh place. Wheat flour declined from ninth to fifteenth place. Lard advanced from sixth to fifth place. Agricultural machinery and implements went from fourteenth to eighth place.

The Retail Research Association is now operating a plan of bringing into the New York office one assistant buyer for each of the eighteen associated stores for a period of ninety days. During this time these representatives will be given an intensive training course in retail buying.

At the end of the course the assistant buyer returns to his store and another member of the buying personnel is sent to headquarters.

Ready for Shipment—



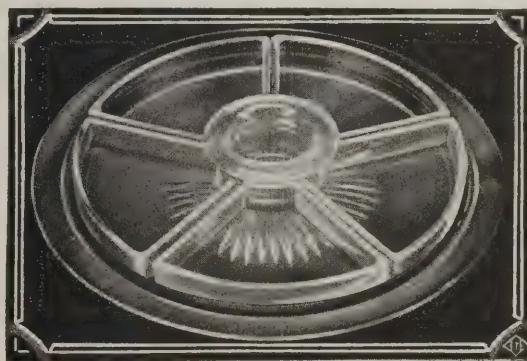
Go To Stetson's First
For Volume In China

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000



No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of
High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK	PHILADELPHIA
H. C. Gray Co., 200 Fifth Avenue	Fred Stott, 1007 Filbert Street
BOSTON	SAN FRANCISCO
H. P. & H. F. Hunt, 41 Pearl Street	Himmelstern Bros., 718 Mission Street
Traveling Representatives	LOS ANGELES
R. B. Reineck, 1422 E. Marquette Road CHICAGO	Himmelstern Bros., 643 S. Olive St.
CHICAGO	SEATTLE, WASH.
R. A. Keel, 4439 Greenview Avenue CHICAGO	Himmelstern Bros., Terminal Sales Bldg.

New York Imports

(Continued from page 25)

Phoenix Shpg. Co., 1 case hollow glass 1 case earthenware
Borgfeldt, Geo., & Co., 236 cases toys, crockery, etc.

S. S. Lucia C. from Venice, Italy

Henjes, E., Jr., Co., 6 cases glassware, etc.
Order, 70 cases glassware, etc.

S. S. Reliance from Hamburg, Germany

Ruhe, F. H., 15 cases glassware
Straub, P. A., & Co., 26 cases china and earthenware
Byrnes, W. J., & Co., 1 case crockery
Downing, R. F., Co., 10 cases glassware crockery, etc.
Weissman Imp. Co., 3 cases earthenware
Gavin, J. J., & Co., 2 cases glass, 1 case hollow glass, 1 case earthenware

Rosenthal China Corp., 2 cases crockery
Butler Bros., 1 case crockery
N. Y. Mdse. Co., 71 cases toys, glassware, etc.
State Bank, 1 case hollow glass
Mfgs. Trust Co., 32 cs. porcelain
Plummer, W. H., & Co., 1 case hollow glass
Block, J. L., & Sons, 11 cases crockery
Yokel, W. A., Inc., 16 cases glassware
N. Y. Mdse. Co., 3 cases glassware
Richard Shpg. Co., 7 cases porcelain, etc.
Cohn & Rosenberger, 5 cases glassware.
Wolff, H., Co., 4 cases glassware
Metropolitan Pottery Co., 69 cases crockery
Borgfeldt, Geo., & Co., 14 cases crockery
Ovington Bros., Co., 2 cases hollow glass
Pomerance, S. H., 7 cases glassware, etc.
Fenton, A. W., Co., 4 cases hollow glass
Sullivan, W. C., & Co., 28 cases crockery and glassware
Carstens, C. & E., 14 crates crockery.
Mohawk Novelty Co., 2 cases crockery
Powell, C. H., & Co., 3 cases earthenware
Koscherak Bros., 5 cases hollow glass
Reimer, F. C., Co., 7 cases crockery
Phoenix Shpg. Co., 6 cases toys crockery, etc.
Friedlaender, O. O., Inc., 18 cases glassware, crockery, etc.
Straus, N., & Sons, Inc., 1 case crockery 2 cases hollow glass, 5 cases earthenware
Bernard, J. E., & Co., 67 cases glassware, crockery, etc.

S. S. President Harding from Bremerhaven, Germany

Chatham & Phoenix Bank, 5 cases hollow glass.

December 14

S. S. United States from Copenhagen, Denmark

Cofod, A. J., Co., 1 case pottery, 1 case porcelain
Lantup, E., 1 cases porcelain

S. S. Vincent from Havre, France

American Shpg. Co., 7 cases earthenware, etc.

S. S. Argun Maru from Kobe, Japan

Ross, G., Co., 9 cases earthenware
Byrnes, W. J., & Co., 12 cases earthenware

S. S. Argun Maru from Nagoya, Japan

Butler Bros., 38 cases porcelain
Scheer Schrader, 5 cases porcelain
Taiyo Trading Co., 142 cases porcelain and earthenware
Woolworth, F. W., Co., 34 cases porcelain
Nara Trading Co., 38 cases porcelain and earthenware
Imoto Bros., 48 cases earthenware
Mogi Momonoi & Co., 38 cases porcelain
Gary Eigner Corp., 103 cases earthenware and crockery

S. S. Argun Maru from Yokohama, Japan

Five Seas Trading Corp., 89 cases glassware

S. S. Nieuw Amsterdam from Rotterdam, Holland

Levy, M. D., Co., 44 cases clay toys
Borgfeldt, G., & Co., 11 cases crockery
Grace Natl. Bank, 50 cases crockery
Amer. Shpg. Co., 10 packages earthenware
Lazarus & Rosenfeld, 5 cases crockery
Amer. Exp. Co., 4 cases hollow glass
Borgfeldt, G., & Co., 117 cases toys and crockery
Fourman Co., 6 cases crockery
Strauss Eckhardt Co., 31 cases toys, crockery, etc.
Illfelder, B. & Co., 74 cases toys and hollow glass
Basket Impt. Co., 95 cases crockery
Natl. City Bank, 34 cases crockery
Woolworth F. W., Co., 8 cases toys and glassware
Vandegrift, F. B., & Co., 1 case porcelain and earthenware.

S. S. Suffern from Havre, France

Giese, A., & Sons, 1 cask earthenware
Sloane, W. J., 3 cases earthenware
Hampton, J. W., Jr., 2 packages porcelain
New Netherland Bank, 9 cases glassware
Hampton, J. W., Jr., 2 casks porcelain
Haviland & Abbot Co., 29 casks chinaware
Haviland, Theo. & Co., 32 packages chinaware
Specialty Trading Co., 10 cases glassware
Borgfeldt, G., & Co., 1 case toys
Smith, J. D., 1 case earthenware
Flinn, A., & Co., 5 cases chinaware

December 16

S. S. American Shipper from London, England

Tobias & Co., 6 packages earthenware
Amer. Exp. Co., 3 cases glassware
Pickfords Colonial, Inc., 3 casks glass and earthenware.

S. S. Deutschland from Hamburg, Germany

Lazarus & Rosenfeld, 6 crates, 2 cases crockery
Elite Imp. Co., 8 cases glassware
Chatham & Phoenix Natl. Bank, 44 cases earthenware
Ruhe, F. H., 8 cases hollow glass
Elite Imp. Co., 16 cases glassware
Ditchik Bros., 11 cases glassware
Horras W. Able Mfg. Co., 50 cases hollow glass
Wapler, N., 20 cases hollow glass
Borgfeldt, G., & Co., 2 cases crockery
Byrnes, W. J., Co., 1 case earthenware
Woolworth, F. W., Co., 3 cases toys, 1 case crockery
Reimer, F. C., Co., 5 cases crockery
Byrnes, W. J., Co., 9 cases earthenware
Inwald, J., Glass Co., 4 cases hollow glass
Guthman-Soloman Co., 4 cases glassware
Lisner, D., & Co., 8 cases toys and crockery
Steinhardt, A., & Bro., 5 cases hollow glass
Cohn & Rosenberger, 9 cases glassware
Page, Madden & Co., 10 cases earthenware
Wiener Bros., 3 cases glassware
Lowenthal, F. & B., Co., 2 cases glassware
Stern, T. L., & Co., 9 cases glassware
Garfield Natl. Bank, 10 cases glassware
Hampton, J. W., Jr., & Co., 1 case earthenware
Young, D. F., 14 cases glassware, earthenware, etc.
Sheldon, G. W., & Co., 17 cases hollow glass and earthenware
Fenton, A. W., Co., 2 cases crockery, 34 cases hollow glass
Decorative Plant Co., 2 cases glassware, 3 cases earthenware
Rowland & Marsellus, 1 crate earthenware
Happel & McAvoy, 80 cases toys, hollow glass, etc.
Block, J. L., & Sons, 44 crates crockery, etc.
Silverman, C., 2 crates toys, 1 case crockery
Tharaud, J., Inc., 1 case crockery
Rosenthal China Corp., 1 case crockery
Basch, S., Imp. Co., 5 cases crockery
Downing, R. F., Co., 26 cases crockery, glassware, etc.
Kuyper, P. C., & Co., 2 cases crockery
Commonwealth Bank, 27 crates crockery
Sullivan, W. C., Co., 16 cases glassware, crockery, etc.
Straub, P. A., Co., 50 cases hollow glassware
Reimer, F. C., Co., 6 cases earthenware
Intl. Fwdg. Co., 12 cases hollow glass
Schenkers, Inc., 57 cases crockery and glassware
May & Ellinger, 4 cases crockery
Stern, S., 83 cases glassware, crockery, etc.
Wolf, L., & Co., 26 cases toys, crockery, etc.
Bloch, L. D., & Co., 12 cases crockery, hollow glass, etc.
Friedlaender, O. O., Inc., 44 cases crockery, glassware, etc.
Marshall Field Co., 24 cases toys, glassware, etc.
N. Y. Mdse. Co., 76 cases toys, crockery, etc.
Sheldon, G. W., Co., 16 cases majolica
Phoenix Shpg. Co., 224 cases toys, crockery, etc.

S. S. Aurania from Liverpool, England

Vogt & Dose, 5 casks earthenware
Sellers, C. W., 40 packages earthenware and china
Rowland & Marsellus, 10 packages earthenware
John Davison, Inc., 20 packages earthenware, glassware, etc.
Edmiston, H. C., 14 packages crockery
Leyland, P. N., Inc., 13 packages earthenware
Downing, T. D., & Co., 6 packages earthenware
Plummer, W. H., Co., 5 packages earthenware, glassware, etc.
Guaranty Trust Co., 9 crates earthenware
Gerlach, F. C., 22 packages earthenware
Gimbel Bros., 8 packages earthenware
Irwin, J. D., Co., 1 case earthenware
Meakin & Ridgway, 39 packages earthenware and china

S. S. Megantic from Liverpool, England

Bank of United States, 6 crates earthenware

Boote, Edw., 5 packages earthenware, 2 casks china
Tharaud, J., Inc., 3 crates earthenware
Sendar Co., 4 crates earthenware
Jones, G. B., 4 crates earthenware
Maddock & Miller, Inc., 33 packages earthenware, 6 casks china
Dickinson, E. B., Inc., 14 packages earthenware

S. Saugus from Genoa, Italy

Hudson Fwdg. Co., 6 packages earthenware

S. Saugus from Leghorn, Italy

Granata, G., Co., 16 casks earthenware
Wallace, F. E., & Co., 2 casks earthenware

December 18

S. Berengaria from Southampton, England

Davis, Collamore Co., 1 case porcelain
Caldwell, E. F., & Co., 1 case pottery

S. Isarco from Naples, Italy

Straus, N., & Sons, 13 cases earthenware
Globe Shpg. Co., 4 cases earthenware

S. Cabo Hatteras from Genoa, Italy

Vandegrift, F. B., & Co., 3 cases earthenware

S. Cabo Hatteras from Leghorn, Italy

Bach, O. B., 1 case earthenware
Wallace, F. H., 8 cases crockery
Bing, F., & Co., 12 cases majolica
Wanamaker, J., Co., 3 cases earthenware
Downing, R. F., Co., 1 case earthenware
Herbert & Neuwirth, 5 casks earthenware

S. Cabo Hatteras from Valencia, Spain

Victoria, J., & Co., 6 cases majolica
Karman, E., 34 casks crockery
Dierck, C. J., 5 casks crockery
Burke, J. E., 1 cask crockery

S. Cabo Hatteras from Alicante, Spain

Hudson Fwdg. Co., 16 cases crockery

S. Samland from Antwerp, Belgium

Amer. Shpg. Co., 16 packages glassware, etc.
Ovington Bros., 2 cases glassware
Rosenthal China Corp., 74 cases crockery

S. S. Waukegan from Havre, France

Hudson, J. L., Co., 1 cask chinaware

S. S. Columbia from Venice, Italy

Amer. Express Co., 53 cases glassware, etc.
Henjes, F., Jr., Co., 5 cases glassware

December 20

S. S. Rochambeau from Havre, France

Taub, Hummell & Schnall, 51 cases glassware
Davies, Turner Co., 3 cases glassware
Bing, F., & Co., 14 cases bronze and glassware
Hudson Fwdg. & Shpg. Co., 11 cases glassware, 12 cases glassware
Flinn, A., & Co., 6 cases porcelain
Richard Shpg. Corp., 10 cases chinaware, etc.
Haviland, T., & Co., 65 packages porcelain

S. S. Toba Maru from Kobe, Japan

Japanese Fan Co., 12 cases bronzewares, etc., 7 cases earthenware
Ross, G. & M., Co., 20 cases earthenware, etc.
Morimura Bros., 4 cases porcelain, 1 case earthenware
Taiyo Trading Co., 1 case earthenware
Order, 3 cases porcelain

S. S. Toba Maru from Nagoya via Yokkaichi, Japan

Tuska, A. L., Son & Co., 182 cases porcelain
Taiyo Trading Co., 204 cases porcelain
Ross, G., Co., 2 cases porcelain
Butler Bros., 52 cases porcelain
Mohawk Novelty Co., 10 cases porcelain
Tuska, A. L., Son & Co., 64 cases porcelain
Mogi, Momonoi & Co., 27 cases porcelain
N. Y. Mdse. Co., 15 cases porcelain
Haruta & Co., 34 cases porcelain
Imoto Bros., 32 cases porcelain
Gary, Eigner Corp., 87 cases crockery, earthenware, etc.

S. S. Toba Maru from Yokohama, Japan

Five Seas Trading Corp., 58 cases glassware, 67 cases glassware
Woolworth, F. W., Co., 14 cases toys, 5 cases glassware

S. S. Toba Maru from Nagoya to Baltimore via New York

N. Y. Mdse. Co., 3 cases porcelain

December 22

S. S. George Washington from Bremen, Germany

Phoenix Shpg. Co., 19 cases toys

Roloson, A. F., 22 cases crockery
Arrow Novelty Co., 4 cases toys, 4 cases earthenware
Downing, R. F., Co., 1 case hollow glass, 2 crates earthenware
N. Y. Mdse. Co., 5 cases glassware
Stern, T. L., & Co., 2 cases glassware
Namm & Singer, 4 cases glassware
Sheldon, G. W., & Co., 15 cases crockery
Field, B. H., Co., 2 cases crockery
Heinrich & Winterling, 7 cases crockery
Bloch, L. D., & Co., 2 cases crockery, 3 cases hollow glass
Phoenix Shpg. Co., 22 cases crockery, hollow glass, etc.
Butler Bros., 9 cases crockery, etc.
Amberg, L., & Son, 19 cases toys
Hutter, K., Inc., 20 cases crockery
Henjes, F., Jr., Inc., 2 cases hollow glass
Bloch, L. D., & Co., 1 case crockery
Borgfeldt, G., & Co., 162 cases toys, crockery, etc.

S. S. Leviathan from London, England

Downing, R. F., & Co., 6 cases glassware, etc.

S. S. Franconia from Liverpool, England

Ovington Bros. Co., 2 cases chinaware
Wanamaker, J., 1 case hollow glass
Bassett, Geo. F., Co., 23 crates earthenware
Lewis & Conger, 2 crates earthenware
Tiffany & Co., 10 packages china and earthenware
Edmiston, H. C., 6 packages crockery
Bernard, J. E., & Co., 1 crate earthenware
Meakin & Ridgway, 36 packages glassware and earthenware
Davis, Collamore & Co., 6 casks glassware
Vogt & Dose, 3 casks earthenware
Rowland & Marsellus, 7 crates earthenware
John Davison, Inc., 20 packages glassware, earthenware, etc.
Pitcairn, W. S., Corp., 39 packages earthenware and china
Barth, L., & Co., 2 crates earthenware
Fondeville, A. J., Co., 6 packages earthenware
Justin Tharaud, Inc., 4 crates earthenware
Plummer, W. H., & Co., 8 packages earthenware and china
Butler Bros., 30 packages earthenware
Gerlach, F. C., 22 packages earthenware
Boote, Edw., 20 packages earthenware and china
Dickinson, E. B., Inc., 12 packages earthenware
Guaranty Trust Co., 17 packages earthenware
Borgfeldt, G., & Co., 4 packages earthenware, etc.
Maddock & Miller, 46 packages earthenware and china

S. S. Ascania from Liverpool, England

Macy, R. H., & Co., 1 case pottery
Borgfeldt, G., Co., 11 cases toys, etc.

S. S. Westerdycck from Rotterdam, Holland

Head, H. S., 92 cases crockery
Equitable Trust Co., 27 cases crockery
Natl. City Bank, 85 packages crockery
Lazarus & Rosenfeld, 5 cases crockery
Woolworth, F. W., Co., 20 cases toys, hollow glassware, etc.
Grace Natl. Bank, 39 packages crockery, etc.
Fourman Bros., 10 cases crockery, etc.

S. S. President Monroe from Shanghai, China

Italian Discount & Trust Co., 7 cases porcelain

S. S. President Monroe from Hong Kong, China

Kwong Sun Chong, 8 cases chinaware

December 23

S. S. Conte Biancanano from Genoa, Italy

Bernard, J. E., & Co., 6 cases earthenware
Herbert & Neuwirth Co., 21 cases earthenware
Gallager & Asher, 1 case earthenware

S. S. Conte Biancanano from Naples, Italy

Kupper, H. C., Inc., 6 cases earthenware
Syndicate Trading Co., 2 cases chinaware

S. S. President Monroe from Naples, Italy

Wanamaker, J., & Co., 2 cases majolica
Richards, C. B., & Co., 1 case majolica

S. S. President Monroe from Genoa, Italy

Amer. Exp. Co., 12 cases glassware

S. S. President Monroe from Marsailles, France

Amer. Exp. Co., 2 cases crockery
Bracher & Co., 1 case crockery

S. S. Grottningholm from Gothenberg, Sweden

Vandegrift, F. B., & Co., 1 case porcelain
Vernon, J. H., Inc., 29 cases glassware
Amer. Exp. Co., 1 case porcelain
Meadows, Wye & Co., 5 cases glassware

(Continued on page 31)

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

EXPERIENCED SALESMAN DESIRES CONNECTION

HIGH CLASS dinnerware salesman with fifteen years' experience selling the jobbing and large retail trade desires to make a better connection. Want strictly high grade line of American dinnerware. Can transfer to new connection many of the largest accounts in the country. If you need more volume investigate and be convinced. Apply Box 594, care CROCKERY AND GLASS JOURNAL.

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ONE of the largest and best decorating companies seeks wide awake representation. Those that have sample rooms established preferred in the following territories: Boston, New York City, Philadelphia, Baltimore, Buffalo, Detroit, Cleveland, Cincinnati, Chicago, Salt Lake City, Seattle, New Orleans and Memphis, Tenn. Those that have a good following preferred. Answer to Box 590, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

DECEMBER 17, 1926

M. Moreland, china and housefurnishings, Mendel & Harris, New Haven, Conn., 115 West 30th St., 11th floor.

DECEMBER 20, 1926

N. H. Eppstein, merchandise for gift store and novelty trade, Import Specialties Co., Milwaukee, Wisc., Commodore.

DECEMBER 9, 1926

F. V. Zug, china and toys, Kaufman's, Harrisburg, Pa., 1150 Broadway (F. Lilienthal & Co.)

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

DECEMBER 10, 1926

M. Moreland, china and housefurnishings, Mendel & Harris, New Haven, Conn., 115 West 30th St., 11th floor.

DECEMBER 14, 1926

A. Banning, lamps, Kresge Dept. Store, Newark, N. J., 455 7th Ave., 17th floor.

M. Manson, lamps, Pettis D. G. Co., Indianapolis, Ind., 240 Madison Ave. (Syndicate Trading Co.)

R. E. Mater, china, housefurnishings and toys, G. M. McKelvey Co., Youngstown, Ohio, 333 7th Ave., (J. M. Biggins).

J. W. Horne, toys, Kaufmann's Dept. Store, Pittsburgh, Pa., 1261 Broadway.

DECEMBER 15, 1926

H. J. Wolff, housefurnishings, Ernst Kern Co., Detroit, Mich., 240 Madison Ave., (Syndicate Trading Co.)

DEPARTMENT OF COMMERCE, BUREAU OF FOREIGN AND DOMESTIC COMMERCE, WASHINGTON

DOMESTIC EXPORTS OF EARTHEN AND STONEWARE FROM THE UNITED STATES, BY COUNTRIES, FOR OCTOBER, 1926

Countries	Earthenware, Plumbing Fixtures		Other Earthen, Stone and Crockery Ware	
	Number	Dollars	Pounds	Dollars
France	—	—	45	42
Germany	—	—	497	107
Italy	—	—	90	361
Norway	—	—	50	20
United Kingdom	75	1,491	240	64
Canada	285	4,179	982,909	19,433
B. Honduras	3	225	435	40
Costa Rica	177	1,932	698	104
Guatemala	145	2,069	199	118
Honduras	—	—	202,956	2,448
Nicaragua	—	—	751	154
Panama	156	1,405	2,888	747
Salvador	243	2,392	124	39
Mexico	399	4,673	58,902	3,088
Miquelon and St. Pierre Is....	—	—	828	18
Newfoundland and Labrador..	17	300	—	—
Bermuda	56	933	530	91
Jamaica	37	386	14	14
Trinidad	15	158	65	21
Other B. W. Indies.....	13	551	220	87
Cuba	2,486	21,433	657,608	13,884
Dominican Republic	5	150	1,673	187
D. W. Indies	—	—	58	16
Haitian Republic	13	249	483	72
Virgin Is. of U. S.....	5	72	—	—
Argentina	525	9,263	109	85
Brazil	37	954	179,560	2,465
Chile	97	3,000	518	132
Colombia	334	2,996	59	42
Ecuador	25	260	—	—
Peru	—	—	260	42
Venezuela	219	2,369	1,299	194
B. India	—	—	108	64
China	347	7,755	1,914	825
Hongkong	—	—	242	273
Japan, including Chosen.....	15	197	35	11
Kwantung leased territory....	3	163	—	—
Philippine Islands	327	2,851	156	92
Australia	140	752	1,612	540
B. Oceania	—	—	162	39
N. Zealand	11	297	460	39
B. W. Africa.....	1	19	—	—
Total	6,211	73,474	2,098,757	45,908

SHIPMENTS FROM THE UNITED STATES TO NON-CONTIGUOUS TERRITORIES

Earthen, Stone and Crockery Ware

	Pounds	Dollars
Alaska	16,295	2,995
Hawaii	236,035	17,930
Porto Rico	296,093	23,425

Fifty-two Years Ago

"A correspondent describes a new kind of table he witnessed in the house of a Russian lady in London," declares a fifty-two years old issue of the CROCKERY AND GLASS JOURNAL. "The table was entirely covered with moss, and the only evidence of a white table-cloth was seen in that portion which hangs at the sides of the table. Flowers were profusely introduced, and the effect was altogether unique. This is one of the most ordinary kinds of table decoration in the aristocratic houses of Russia."



Government Bureau Shows Profits

(Continued from page 23)

post-war depression in 1921-22 has been of a normal character and due to causes which bid fair to continue. No sense does it rest upon "stolen" markets taken from war-harassed Europe. Developments of recent years, especially of 1925-26, indicate emphatically that our gains were almost entirely bonafide new openings of a sort never exploited before either by Europeans or American traders. Many concrete results were attained by the domestic branch offices of the Bureau throughout the United States, which rendered during the year a total of 1,708,808 trade promotional or informational services.

The strengthening of the present staff to curtail its excessive overtime and the addition of fifteen more offices to the existing sixty-two at home and abroad is reported as necessary to permit a more efficient collection and distribution of commercial information for the growing number of American firms demanding accurate and timely information from the Bureau.

The operations of these two sets of field offices and their effective collaboration in advancement of American commercial interests have been largely under the guidance of the commodity and technical experts stationed in the Washington headquarters who serve, not only as contacts with their respective trades, and industries but also as trade advisors to the largest buyer in the country, if not in the world, namely the United States Government.

A conspicuous feature of the Bureau's work has been its greatly increased activity in the field of domestic commerce during the year which enables it now to serve the small local retailer just as well as the great export organization. This phase of the work has launched a series of regional analyses of distribution in different parts of the country in order to discover possibilities of eliminating wasteful marketing methods. Surveys have already been completed in Philadelphia, and the five southeastern States, and others are already under way in New England and California. These efforts are being carried on with extensive collaboration from trade organizations and research agencies throughout the territories involved, and their results have aroused widespread commendation because of the possibilities for economies and more efficient sales efforts which have been revealed. These are perhaps the first exhaustive analyses on a country-wide basis of the marketing practices of specific trade areas. American business has long been intimately familiar with the exports and imports of its leading foreign markets and competitors, but it now requires increasingly accurate and impartial analyses of the commercial movements and possibilities of the major trade areas of its greatest market, the United States.

The domestic commerce activities of the Bureau have also included comprehensive surveys made at the request and with the cooperation of various specific trades regarding the possibilities of improved distribution methods for those trades. A typical instance of this field is the forthcoming atlas of the grocery trade of the country, which will for the first time analyze in detail the distributive

machinery of that fundamental traffic for the benefit, not only of its members but of the thousands of manufacturers and dealers having business with it.

New York Imports

(Continued from page 29)

S. S. Ambridge from Rotterdam, Holland

Bloch, L. D., & Co., 24 cases china and earthenware
Borgfeldt, G., & Co., 32 cases toys and 2 crates crockery
Lazarus & Rosenfeld, 9 cases crockery

S. S. Tomalva from Antwerp, Belgium

Bloch, L. D., & Co., 30 cases earthenware

S. S. Berlin from Bremen, Germany

Reddon, C. A., 4 cases earthenware, 1 case glassware
Corbett, M. J., & Co., 6 cases hollow glass
Hutter, K., 62 cases crockery
Calvire, Inc., 2 cases crockery
Straus, N., & Sons, Inc., 6 cases crockery
Herbert & Neuwirth, 1 case crockery
Phoenix Shpg. Co., 8 cases crockery
Sullivan, W. C., & Co., 51 packages chinaware
Hutter, K., Inc., 24 cases crockery
Field, B. H., Co., 12 cases crockery
Phoenix Shpg. Co., 1 case crockery, 1 case hollow glass, 1 case earthenware
Borgfeldt, G., & Co., 84 cases crockery, glassware, etc.

S. S. Berlin from Bremerhaven, Germany

Odenwald, Bird Co., 4 cases crockery

S. S. Bebray from Hamburg, Germany

U. S. Fwdg. Co., 2 cases earthenware
R. & G. Import Co., 2 cases crockery
Shekners, Inc., 2 cases crockery and glass
Roessler, Hasslacher Chem. Co., 35 cases earthenware, 3 cases earthenware
Davis, Turner & Co., 6 packages glassware
Basch Imp. Co., 114 cases earthenware
Commonwealth Bank, 21 cases crockery
Bloch, J. L., & Son, 73 cases crockery
Weiss & Biheller, 48 cases glassware
Butler Bros., 120 cases toys and crockery

S. S. Cleveland from Hamburg, Germany

Importers Service, 2 cases chinaware
Straub, P. A., & Co., 49 cases hollow glassware
Fourman Bros. Co., 4 cases crockery
State Bank, 7 cases hollow glass
Equitable Trust Co., 5 cases crockery
Wolf, L., & Co., 2 cases crockery, 3 cases toys
U. S. Mtg. & Trust Co., 16 cases hollow glass
Thurnauer, G. M., Co., 27 packages crockery and woodenware
Bloch, J. L., & Sons, 89 cases crockery
Harrison, A., & Co., 12 cases glassware, 1 case hollow glassware
Happle & McEvoy, 74 cases toys and glassware
Sullivan, W. C., & Co., 57 packages crockery
Ruhe, F. H., 12 cases hollow glass
Elite Import Co., 19 cases glassware
Karash, J. H., 3 cases glassware
Fenton, A. W., Co., 27 cases hollow glass, 1 case crockery
Levin Co., 7 cases glassware
Atlantic Fwdg. Co., 2 cases earthenware
Wanamaker, J., 1 case crockery
Natl. City Bank, 7 cases crockery
Guthman, Solomon Co., 1 case glassware
Koscherak Bros., 5 cases hollow glass
Consumers Prod. Co., 3 cases hollow glass
Butler Bros., 5 cases glassware
Horsman, H. J., Co., 3 cases crockery
Kuyper, P. C., & Co., 25 cases crockery and hollow glass
Sheldon, G. W., & Co., 1 case earthenware, 3 cases hollow glass
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Borgfeldt, G., & Co., 63 cases crockery
Head, H. F., 38 cases crockery

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Vol. 103, No. 26

DEC. 30, 1926

IN THIS ISSUE

Julius Klein, Director of the United States Bureau of Foreign and Domestic Commerce, writes interestingly on Foreign Trade Review and Prospects. In this article Mr. Klein reviews 1926 and takes a glimpse into business prospects for the ensuing year.

What's to Be Done with the Girl That Has the Manner But Can't Sell Goods?—Here is an interesting story with a splendid answer to a prevalent store problem.

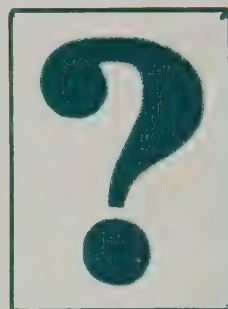
What the Potteries Are Doing and up-to-the-minute Glass News

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A complete list of New York Imports for the week

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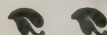


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Other countries in postal union	5.50
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Vol. 103

December 30, 1926

No. 26

AS THE EDITOR SEES IT

Business Training Down?

Business, in the view of John W. O'Leary, President of the Chamber of Commerce of the United States, has gone into training. It has not accepted prosperity complacently and grown short-winded and overweight because of it but has worked hard to get where it is and consequently is in prime condition to face the test of a new year.

"The record of the past two years," says Mr. O'Leary, "is not an accident. It is not a windfall, a piece of good luck, or an evidence that fortune habitually smiles upon us with special favor. The cold record of statistical facts shows to all who wish to know that for the measure of national prosperity which has come in the last two years we worked hard. We have striven to make each application of labor produce more than it ever produced before. In the familiar phrase, we have been exerting ourselves to get greater efficiency. In that effort the figures show we have been successful. There is no other possible explanation for the upward course of the wage level in the United States since 1919 and the downward course of the price level. For different industries the Federal Department of Labor has been making some studies through which it shows striking increases in productivity. The Secretary of Commerce has pointed out in the report which he published at the end of November that the railroads have recently been performing 43 per cent more work, in ton-miles of freight moved, than in 1913, but with only 3 per cent more employees.

"Not only have conditions been sound but there is every

reason to believe that they will continue to be healthful. On every hand the incentive to efficiency in production, distribution and utilization is in full force and effect. Moreover, we have sufficient irregularities in conditions to cause everyone to be thoughtful of the dangers of over-confidence, and to do his part to avoid them."

Pet Projects and the Budget

The inconsistency of proclaiming the merits of the budget system and rushing to Congress with requests for appropriations for "pet" projects is pointed out in a bulletin issued by the Chamber of Commerce of the United States to its members.

A citizen who is working for a certain appropriation, the National Chamber says—and the same rule is applicable to organizations—"should make his representations to the Bureau of the Budget during the period when hearings are held.

"If then his recommendations are not included in the budget estimates, he can go with better grace to the appropriations committee of Congress and urge his proposal. He can do this, not as an attack on the Budget System, but on the grounds of disagreement with Executive policy.

"The budgetary estimates are intended to coordinate the fiscal needs of the entire government by giving proper relative weight to various activities. The advocate of some pet project is often convinced of its inadvisability when he regards it in the light of the government's program as a whole."

Foreign Trade Review and Prospects

By JULIUS KLEIN,

Director, United States Bureau of Foreign and Domestic Commerce.

THE year 1926 witnessed a continuance of that rapid expansion in our exports of manufactured goods so conspicuous for many years past, and particularly since the world war. The prospects for further growth in this direction seem highly favorable. In the case of international commerce in foodstuffs and raw materials, especially agricultural products, variations in our production and that of consumer countries, are bound to occur because of climatic and other uncontrollable factors, and forecasts are scarcely possible.

If 1927 should bring any lull in the unprecedented prosperity which we have enjoyed since 1921, such as is prophesied in some quarters, we may expect a marked increase in export activity. The intelligent appreciation of foreign trade as a stabilizer of business is far more prevalent today than ever before and a substantial proportion of our manufacturers and merchants are equipped with at least the rudiments of some export contacts and experience, which are available for expansion when the occasion requires. The past five years have witnessed an impressive growth in the "export sense" of American business, the benefits of which we shall observe whenever the next sag may occur in our business curve.

Quite apart from this relationship between domestic and overseas business, there is evident a decidedly favorable outlook for the export of our manufactures because the world as a whole, except for a few areas, only one or two of which are of major importance, is enjoying fairly stable and gradually improving economic conditions. Furthermore, our own industry, constantly gaining in efficiency, is able, despite the highest wages in the world, to produce many classes of goods at lower cost than prevails elsewhere, and to produce goods of superior quality which appeal strongly to the buyers of every land. The business depression in England and the disposition of certain European countries to curtail their imports in order to bring about a less unfavorable balance of trade, are factors temporarily tending to cut down world commerce. But with the prosperity and progress in South America, the East Indian region, Canada, and various other parts of the world, total world trade held up fairly well in 1926, and our share in it—at least so far as concerns manufactured commodities—was more than maintained.

In contrast with several years preceding, the money value of the total exports of the United States in 1926 declined slightly, being in the neighborhood of \$4,800,000,000 or about 2 per cent less than in 1925. Quantitatively, however, the exports increased somewhat and were larger than in any other year in our history, with the possible exception of 1919. There was a fall in average

export prices, especially due to the sharp decline in cotton. Indeed, the lower price of cotton alone more than accounts for the reduction in total value of exports. Careful computations show that for the first nine months of 1926, eliminating the effect of price variations exports were 4 per cent greater than during the corresponding period of 1925, and it is likely that the year as a whole will show a still greater increase.

The showing of the United States in the export of manufactured goods has been much more favorable than that of the principal European countries. Combined figures for ten of these countries covering the first nine months of 1926, indicate a decrease of 8 per cent in exports from the corresponding period of 1925. This decline was chiefly due to smaller quantities rather than lower prices. Of the ten countries only Germany and Sweden showed larger exports than in 1925. Germany's trade at its lowest point had stood much further below pre-war levels than that of any other important country and it is but natural that year by year recovery should appear. Her exports in the first ten months of 1926 were about 13 per cent greater than for the corresponding period of 1925. Those of the United Kingdom on the other hand, seriously affected by the coal strike, showed a decline of about one-sixth.

The limited statistical data available as to the 1926 trade of South American and Asiatic countries show increase quite generally, and it is the consequent greater buying power of those regions which largely explains the continued expansion of our own exports of manufactured goods. The exports of Cuba, Mexico, Australia, and New Zealand, however, have fallen off, largely because of lower prices of their major commodities. On the other hand, Canadian exports during the first ten months of 1926 were 2½ per cent greater than the year before.

In contrast with the decline in the total value of American exports resulting from lower prices, our imports have shown an increase. As a consequence, the so-called favorable balance of trade, that is, the excess of merchandise exports over imports, has fallen to a figure somewhere between \$300,000,000 and \$350,000,000. The balance will probably prove to be the smallest since 1910, and contrasts with an annual average of \$947,000,000 for the five years 1921 to 1925. Apart from the fact that the disparity between the price movement of export goods and that of import goods is largely responsible for the diminished balance, it should be borne in mind that in times of high prosperity, when business is active and the income of the people large our imports tend normally to increase more than exports. We demand more tropical foodstuffs for

tables and more rubber, silk and other foreign raw materials for our factories. Except for 1926 the lowest since the war was in the highly prosperous year 1923; on the other hand, the biggest excess of exports was in the depression year 1921.

Notwithstanding the diminution in our excess of merchandise exports, which usually indicate the flow of funds available for investment abroad, the new investments in 1926 were probably the largest in any year since the war. They totaled more than one billion dollars. Moreover, tourist travel, for which we must make payments to foreigners, was unusually heavy. It might perhaps have been expected that the large payments thus made abroad would result in an outflow of gold. Such, however, was not the case. We actually imported considerably more gold than the country; the excess between \$80,000,000 and \$10,000,000.

The explanation seems to lie partly in the increased receipts of interest and dividends from our previous investments in foreign countries, but more largely in heavier investment of European capital in the United States. The soundness of our business conditions has led many Europeans to buy American stocks and bonds. Moreover, it appears that a considerable fraction of the bonds of foreign countries, municipalities and corporations sold in the New York market have been subsequently repurchased by foreigners themselves. In addition to these balancing factors there have probably been some shifts of banking and commercial credits as an offset to the reduction in the merchandise balance.

It is to be expected that the large volume of investments made by Americans abroad will result in steadily increasing receipts of interest and dividend payments, which will be augmented by repayments on the principal of the foreign debts. Since these inflowing funds constitute a means of paying for imports, a tendency toward a smaller excess of exports over imports must appear except so far as continued large new investments offset this inflow. However, these investments serve to increase production in the countries where they are placed, to raise the standards of living, and thus to create greater demand for American goods as well as greater ability to furnish goods to us. Foreign investments tend to build up trade in both directions.

Turning now to consideration of the major groups of commodities, it should be borne in mind that our exports of crude materials and of foodstuffs are dependent not so much upon the efficiency and enterprise of producers and exports as upon the changes in our crops and those abroad, affecting quantities moving and often affecting values still more through sharp price changes.

On the other hand, exports of finished manufactures are subject to price fluctuations and the volume is much more determined by our own action. An increase in sales of manufactures abroad is a favorable sign both as to domestic efficiency and salesmanship and as to business conditions and buying power in customer countries.

Of the five great classes into which export trade is divided, finished manufactures alone showed an important

increase in value in 1926. The increase was in the neighborhood of 8 per cent over 1925 about 53 per cent over the calendar year 1922, and nearly 65 per cent over the fiscal year 1921-22 which marked the bottom of our post-war trade. This is an altogether gratifying showing.

Not only did the total increase, but the great majority of the important individual articles in the group show gains and thus the industrial sections throughout the country participated in this substantial advance in foreign business. For example the increase of approximately one-fifth in the export of refined petroleum products is of great significance to the producers of crude oil not only in the east, but also in the mid-continent region and California, as well as to the refining industry at such points as Chicago and Cleveland, as well as along our seaboard from Texas to New York. The gain ranging from 11 to about 18 per cent in the exports of electrical machinery and apparatus agricultural implements and industrial and office machinery has benefited the entire northeastern and north central group of states all of which are large producers of such equipment. Not only is this true of the larger cities but also of smaller specialized centers, such as Dayton, Schenectady, Moline, Racine, Fort Wayne, Worcester and Bridgeport.

Pennsylvania, Ohio, Indiana, Illinois and Alabama are the principal sources of our heavy iron and steel products. The gain of about 20 per cent in the export of these in 1926 is particularly significant as the trade had been more or less stationary for several years before and is subject to very sharp competition from Europe. The increase in the export of rubber manufacturers was chiefly, if not wholly, attributable to the higher prices of crude rubber; this trade is of interest not only to Akron, the greatest of our rubber centers, but to many other cities such as Trenton, N. J.

There was a decided gain in the export of paper, helpful to the industry of New England, New York, Wisconsin and other paper producing states. Many sections of the country profited by the considerable increase in the export of miscellaneous manufactures of wood, such as cooperage, box shooks, doors, furniture, etc. Very generally throughout the widely scattered and varied industries producing chemical and related products, there were gains; the exports in this field are largely a post-war development.

Exports of automotive vehicles and parts, which in previous years and increased with extraordinary rapidity, showed a gain of only a few per cent in 1926, a fact attributable in part to deliberate efforts of European countries to restrict the importation of articles other than absolute necessities, in part to a change in the method of reporting parts for assembly. To many countries of the world our automotive sales gained materially a further tribute to the efficiency of the great plants at Detroit, Cleveland, Flint, South Bend, Indianapolis, and other important centers. The only important classes of manufactured goods to show declines of any magnitude were leather manufactures and cotton manufactures. The latter fell off about 11 per cent as compared with the year

before; this was due partly to lower prices in line with the fall in the price of cotton.

The considerable decrease in the value of our exports of crude materials in 1926 was due wholly to the lower price of cotton which represents about three-fifths of the total for this group. Exports of cotton were approximately the same in quantity as in 1925, but over one-fourth less in value. A very large increase in exports of coal, resulting from the English coal strike, prevented a still greater fall in the group total.

There has been a moderate increase in the value of crude foodstuffs exported, much greater quantities of wheat having counterbalanced quantitative decreases in certain other less important articles and also the considerable fall in the price of wheat itself. The decline of approximately one-eighth in foreign sales of manufactured foodstuffs reflects trade had been more or less stationary for several years before, and is subject to very sharp competition from Europe. Exports of automotive vehicles and parts, which in previous years had increased with extraordinary rapidity, showed a gain of only a few per cent in 1926, a fact attributable at least in part of deliberate efforts of European countries to restrict the importation of articles other than absolute necessities. To many countries of the world our automotive sales gained very materially.

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The considerable decrease in the value of our total exports of crude materials in 1926 was due wholly to the lower price of cotton, which represents about three-fifths of the total for this group. Exports of cotton were approximately the same in quantity as in 1925, but over one-fourth less in value.

There has been a moderate increase in the value of crude foodstuffs exported, much greater quantities of wheat having counterbalanced quantitative decreases in certain other less important articles and also the considerable fall in the price of wheat itself. The decline of approximately one-eighth in foreign sales of manufactured foodstuffs reflects chiefly to reduced quantities of meats and a decrease of more than 70 per cent in refined sugar, although a fall in the price of lard contributed to it.

The fact that exports of semi-manufactured commodities fell off approximately 5 per cent is explained by the quantitative decrease in our sales of copper, in part attributable to the increased output of Belgian Congo, in part to the strong demand for that metal in the United States, reflected in an increase in our imports of copper concentrates and crude copper for smelting and refining.

Apart from Europe, every continent took more of our goods in 1926 than the year before. Sales to Europe fell off more than \$300,000,000, while those to the rest of the world increased about \$200,000,000. The explanation lies, of course, in the fact that Europe buys from us chiefly foodstuffs and raw materials, while to the other conti-

nents we send mainly manufactured commodities. High gratifying is the increase of approximately 20 per cent in exports to Asia. For various reasons our sales to China and Japan, the largest Asiatic markets, had been stationary or declining for several years preceding, but exports to both these countries showed satisfactory gain in 1926, while those to India, British Malaya and Dutch East Indies, where buying power has been greatly enhanced by the high price of rubber, increased very heavily. The conspicuous gain which has appeared during recent years in sales to Oceania and Africa continued in 1926. The principal markets—Australia, New Zealand and British South Africa—are English speaking countries with standards of living very similar to our own and American manufactures find there great and ever greater popularity.

Exports to South America in 1926 reached more than \$450,000,000, the largest figure ever reported except in 1920, and in view of price inflations in that year, the greatest from the standpoint of quantity in our history. It was about 10 per cent bigger than in 1925 and double the value in 1922. While exports to Argentina, the largest of all South American markets, showed a slight decline as compared with the preceding year, this was more than counterbalanced by great gains elsewhere, notably in sales to Venezuela, Chile, and Columbia, where the increase is in large part due to the development of oil and mining enterprises by American capital. Exceptional conditions—notably the lowered price of Cuban sugar and the disturbed situation in Mexico—have caused a recession in our exports to Latin North America and the West Indies. The great bulk of the trade of this region is with the United States and since it was able to sell less to us than usual, its buying power for our exports was diminished.

Exports to Canada, substantially stationary for three years preceding, showed a marked gain in 1926, and after allowing for changes in prices, were decidedly the greatest in our history. Sales to our northern neighbor represented nearly one-sixth of the total value of exports, and fell not very much below those to the United Kingdom, our largest single market.

The import trade of the United States has become an enormously important factor in the economic life of the world and the widespread significance of our prosperity as a determinant of our buying power, is therefore obvious. Increasing even faster than exports, our imports now represent more than one-sixth of international trade. We buy vast quantities of tropical and semi-tropical foodstuffs and exotic raw materials, although it remains true that the United States is to an unusual degree self-sufficing, and that imports represent a comparatively small fraction—in the neighborhood of 7 or 8 per cent—of its total consumption.

However, any intimation as to the dispensability of this small fraction is quite out of the question since it is comprised of numerous invaluable raw materials—rubber, silk, vegetable oils, fibres, important minerals, and the like, without which this nation could not survive.

he value of imports in the year just closed was in the neighborhood of \$4,450,000,000 or about 5 per cent more than in 1925, nearly eighty per cent greater than in 1921, nearly two and one-half times the largest pre-war value—that in the fiscal year ending June 30, 1914. When adjusted for price changes, the volume of import trade in 1926 is revealed as much the largest ever attained; it exceeded that of 1913-14 by at least sixty per cent.

More than half of the exceptionally large increase in imports in 1925 as compared with 1924 was attributable to high prices, especially of rubber, but the greater part of the increase in 1926 was due to larger quantities. It is true that despite the marked fall after April, the average import price of rubber was approximately thirteen per cent higher for 1926 as a whole than in 1925, and that this difference increased the cost of our imports something like \$60,000,000. On the other hand, however, there were declines in import prices of sugar, coffee, silk, wool, paper flaxseed, long staple cotton and a number of other major import commodities.

The increase in the value of imports of crude foodstuffs was largely due to greater quantities rather than to price changes. Our purchases of coffee were by a considerable margin the greatest ever reported in a single year.

In the case of the class of crude-material imports, there would have been no great gain and possibly a decline in total value but for the higher price of rubber, imports of which increased from 3 to 5 per cent in quantity but roughly 18 per cent in value. Little change occurred in the imports of silk, crude petroleum, and hides and skins. There was a decided decline in our purchases of wool and of unmanufactured tobacco. In the group of partly manufactured commodities, quantity as well as value increases were more general; there was a marked gain in refined copper, vegetable oils, and unset diamonds, and so, largely by reason of price advances, in wood pulp. Imports of lumber and long-staple cotton fell off in value despite larger quantities; while those of tin were practically stationary in quantity but increased in value.

Imports of finished manufactures increased about 11 or 12 per cent, continuing the gradual advance of recent years, and reflecting the higher buying power of the United States for the products of European industrial countries.

Imports from every continent of the world except Oceania were greater in 1926 than in the preceding year, though the gain in the case of the North American continent was small on account of the decline in imports from Cuba and Mexico. As in 1925, imports from Asia were considerably greater than those from Europe, a position very different from that before the war.

Taking it altogether, therefore, our foreign trade in 1926 was highly satisfactory. The statistics show clearly the further strengthening of our position in world markets for manufactured goods, and the high general prosperity of the country as reflected in increased imports. The only weak spot in the situation is the relatively low price of some of our major agricultural exports.



In Answer to the Growing Demand

CALIFORNIA and Miami — two more added to the twenty odd now so popular; two more beautiful decorations, full of color and charm on bodies of glowing ivory.

These new patterns are stocked in the special new tea room weight—a weight excellently adapted either for regular dinnerware or for tea room service. The plate edges are slightly rolled.

Complete open stock and package stock will be ready by the end of February.

Make your selection now to acquire these patterns for your territory.

This line will be on display at the Wm. Penn Hotel, Pittsburgh, Room 707, January 10 to 22. Mr. Reiwald and Mr. Shaw in charge.

A. J. FONDEVILLE & CO.
24 West 23rd Street New York City

*two
new
patterns
stocked
in*

**HOMESTEAD
WARE**



**HOMESTEAD
WARE**

CAUGHT IN THE NEWS NET

ARTHUR E. Soules, who has been with B. Tomby & Co. for the past year, has resigned his position to accept a place with Nathan Straus & Sons, to travel southern territory for the concern.

Will A. Rhodes, formerly with the Sebring Pottery Co., Sebring, O., and well known in the trade, has engaged with B. Tomby & Co., the importing house, for the coming year. He will make his territory through the South.

Herbert Wellington, formerly with the Mitchell Woodbury Co., Boston and the Crooksville China Co., Crooksville, O., is another salesman who will travel under the B. Tomby & Co. banner during the coming year. He will call on the trade in the middle west and west.

Leo Himmelstern, of Himmelstern Bros., San Francisco, the well known Pacific Coast wholesalers' and manufacturers' agents, arrived in New York last Friday. Mr. Himmelstern will be visiting the market for a week or so and while in the city is making his headquarters at the Hotel Roosevelt.

Fred Scott, the well-known Philadelphia manufacturer representative, who is successor to the former firm of Peacock & Roop, paid a brief visit to New York last week taking the opportunity to drop in for a chat with some of his friends in the trade here.

J. S. Lauterbach, manager of the import china and glassware department of Louis Wolf & Co., is scheduled to leave Wednesday, January 5, on a trip covering the Canadian trade, that will keep him away until the end of the month.

O. C. Graham, New York manager for the Cambridge Glass Co., is scheduled to depart Tuesday, January 4, for Pittsburgh. Mr. Graham is leaving early for the Exhibition in that city to assist in getting everything ship-shape in readiness for the Cambridge display at the show.

Macbeth-Evans Glass Co. Elect New Officers

In acting upon the resignation of Howard S. Evans as president, the directors of Macbeth-Evans Glass Co. recently elected the following officers for the ensuing year: Geo. D. Macbeth, president; Paul W. Jenkins, vice president; John E. Winner, secretary.

(Continued on page 22)



The new and delightful general offices of the Mayer China Co. at Beaver Falls, Pa.

A Showroom of Beauty

Gabriel Torlotting, Head of the Importing Firm of E. Torlotting, Inc., Is to Be Congratulated Upon the Tastefulness and Attractiveness of His Company's New Displays

SOME little while ago Gabriel Torlotting, head of the importing firm of E. Torlotting, Inc., 35 West 23rd St., conceived the idea that a complete renovation of display room and offices would be a big stride forward and he is to be congratulated upon the results that have been accomplished. To him also belongs the credit for the original plans and general layout connected with the company's beautiful new salesrooms, which, worked out as they have been, have transformed what was once a good show room into one which may now be numbered among the best.

Stepping off the elevator one enters a reception hall. Two large Gouda pottery vases, standing over two feet in height, filled with beautiful multi-colored artificial flowers, and backed by two large mirrors are the first things to meet the eye. On either side of these are two wrought iron stands also filled with flowers, which complete the decorative treatment here. The walls are paneled and finished in a rich cream color while the trim has been treated in a medium tan shade. A heavy brown carpet and inverted overhead lights reflecting against a white ceiling finish off the room in a most tasteful manner.

At the front end of the floor on the Twenty-third St. a section is devoted about half way along the front of the building, to the general and private offices. The same color scheme has been followed here while the large front windows let in a wealth of light.

Connecting with the reception hallway is another pas-

sage, which is really an extension, leading into the first of the exhibit rooms. Here are displayed the fancy pieces from the Cristalleries de St. Louis factory, such as, bottles, decanters, etc. These pieces are set off to excellent advantage by means of tables with white linen covers and display shelves backed by mirrors in mahogany frames. The walls in this room have been treated in a very light tan while the ceiling is white and around the windows the trim is finished in white enamel.

Passing to the right through a wide entrance one enters the room which is devoted to the stemware exhibit of the St. Louis factory. Perhaps some idea of how beautifully and attractively this room is laid out can be gained from the accompanying illustration. The same general style of showing this beautiful glassware has been used here. In the center of the room glass top tables have been placed to the best possible advantage while around all sides shelves backed by mirrors further add to the beauty and effective way that the pieces are set off. One feature of this room that merits special mention is a large glass drop fixture suspended from the ceiling, which antique in style and most beautiful to look upon. This, when the overhead lights are turned on, is lovely in its glistening effect. One can well imagine what a splendid showing this stemware line makes against the background described above shown as it is in etchings, rock crystal, gold decorations cased glass, etc.

(Continued on page 28)

A view of the room devoted to the display of St. Louis Crystal Stemware, showing a complete line of etchings, rock crystal and beautiful Colonial type patterns.





WHAT THE POTTERIES ARE DOING



Pottery Production Suspended for Holidays

ON account of the holiday season, production in all generalware potteries in the western territory was suspended, and clay shops in the majority of plants will not resume until Jan. 3. Decorating departments in some instances were more or less active during the current week, but these will very likely resume normal schedules next week also. For several weeks before the close of the Christmas season many local manufacturers were besieged with wire and telephone orders for rush shipments of matchings, and all of this character of business went forward before the season closed. Many department store buyers have already received shipments of dinnerware that will be featured during the January sales season, and many factories are now working on goods wanted for February distribution. During the last week all manufacturers in this territory have been actively preparing for the reception of buyers who will visit the market during the month of January. The new lines have been prepared and samples have been placed in the sample rooms. All producers have added to their lines, a few showing new shapes, and all having added additional patterns to their stocks. The majority of the new patterns that will be featured in January are exclusively controlled, although an occasional pattern will be shown that has been sold as open stock to the trade. In addition to borders, new style sprays and medallions will be featured on all lines next season. Colors are pronounced, as it appears this is the character of treatment the retail trade is demanding. While a few local manufacturers will exhibit their lines at the Pittsburgh show, yet most all buyers who do go to Pittsburgh generally visit this market also.

Sebring Warehouse Remodeled

The glost warehouse of the Sebring Pottery Co., Sebring, O., has been remodeled. Old bins have been torn out and a new arrangement for stocks has been provided with additional space for stocks being arranged. The rearrangement was authorized in order that more convenience would result.

Wellsville Adds Two Patterns

Two new exclusive dinnerware patterns have been added to the line of the Wellsville China Co., of Wellsville, O. These are to be had in open stock on this line. "Our well balanced stock will continue to enable us to make shipments during 1927 with greater promptness than heretofore," suggested A. J. Neiser, president of this corporation.

Fourteen

Illinois Has New Spray Effects

While the Illinois China Co., Lincoln, Ill., is not featuring any new shapes for 1927, a number of new spray effects will be featured in the exhibit of this firm at Pittsburgh next month. This line of semi porcelain is being sold by this interest in both plain white and decorated, and in addition to the new patterns, the more popular patterns of 1926 will also be added to the Pittsburgh display, announces James Shaw, general manager of this plant.

Steubenville Has Successful Year

"We have had very gratifying success with our Ivory productions, so much so that last fall we placed both our plants on the production of this body," declared H. D. Wintringer, president of the Steubenville (O.) Pottery Co., this week. "We emphasize the fact that we are interested entirely in very high class and meritorious productions of character and distinction, and the offerings we will have to show at the Ft. Pitt Hotel, Pittsburgh, Pa., in January will fully bear out this statement. These new patterns are all very high-class and are exclusively controlled by us.

National Pottery Co. to Show Line

The National Pottery Co., Roseville, O., will show their line at the Ft. Pitt Hotel, Pittsburgh, Pa., during the show, it was announced this week by J. Burgess Lenhard, secretary-treasurer of the company. The feature of the exhibit will be a variety of art wares in different shapes and glazes, and for the first time the line will be shown in new blended glaze and also plain effects. This concern has also improved its line of staple yellowware, and a new dairy mug will be shown for the first time in the Rockingham line of this factory. In addition to these features, the company will show a scientific item for the absorbing of gas fumes for modern gas stoves, that is considered as much as a decorating feature to any home as it is of practical use.

E. J. Nickey Severs Connection

Announcement has been made that effective as of Jan. 1, E. J. Nickey will sever his connection as representative for the National China Co., Salineville, O., in the Wisconsin and Minnesota territory. Mr. Nickey has been associated with the National line for a number of years.

"The Virginia" New Wyllie Shape

A new shape named "The Virginia" will be featured by

H. R. Wyllie China Co., Huntington, W. Va. The shape will, it is announced by Mr. Wyllie, be ornamented with a variety of floral designs in harmonious pastel colors which will appeal to the most aesthetic.

Our lines are new and very attractive," Mr. Wyllie went on to relate, "a number of our new decorations being firmly adapted for breakfast and luncheon sets." This line of dinnerware, including the new shape, will be shown at the Ft. Pitt hotel during the January exhibit with Major M. A. Johnson being in charge.

Homer Laughlin Has Beautiful Showrooms

The elaborate sample rooms of the Homer Laughlin China Co., Newell, W. Va., have been made more attractive this season than ever before, by the addition of the new decorations this interest is showing on all its various shapes. The latter are to be had now in both white and every body. During the last year the Homer Laughlin China Co. has continued to add materially to the character of body and glazes used on both lines, these studies being worked out in the large laboratory at this plant under the direction of A. V. Bleininger, chairman of the Research Committee of the United States Potters' Association. New borders and sprays have been added to the 227 line and these have been prominently displayed in the large sample room, but of course the hundreds of other treatments featured at this factory are also included in the display.

Mayer to Feature Underglaze

Announcement was made this week by the Mayer China Co., Beaver Falls, Pa., that it is going more extensively than in preceding years in the featuring of new underglaze decalcomania treatments on its hotel and restaurant line of china. It is admitted, however, that inasmuch as this line does not lend itself to very great changes in either shapes or decorations, and because of this fact the firm will not add materially to its line of decorations for the new year. The new underglaze effects, however, are more pronounced than heretofore. The exhibit of this firm at Pittsburgh will be in charge of their Mr. Christie.

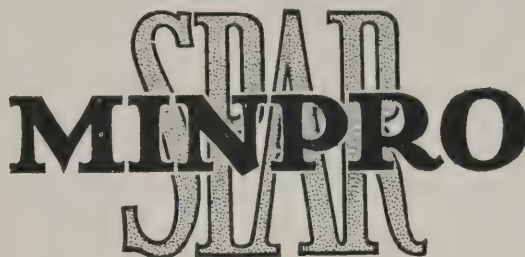
Well-Known Stoneware Producer Dies

Information has been received here of the death at Evansville, Ind., of Mr. Uhl, head of the Uhl Pottery Co., of that city, whose factory was the largest producer of stoneware in that district.

Brush to Show Many New Items

"We have a lot of new items to show at Pittsburgh in January," announced George S. Brush, general manager of the Brush Pottery Co., Zanesville, O., this week. This display which will be found in its usual location will be in charge of Frank H. Vaughn, assisted by G. Ed. Downey, western representative for this firm. "We have obtained patent on many of these new designs," Mr. Brush went on to relate. In the staple line of this factory, several new items have been added to their Dandy Line

(Continued on page 22)



THE REWARD OF BUSINESS
FOR SERVICE RENDERED IS A
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GLASS FACTORY ACTIVITIES AND PITTSBURGH NEWS



Preparations Made for Pittsburgh Show

DURING the forthcoming week there will be considerable activity about the Ft. Pitt and Wm. Penn hotels, Pittsburgh, in preparing for the Forty-seventh annual pottery and glass exhibit. Years ago glass and lamp manufacturers displayed their lines here twice annually, January and July, and then the rule was changed to the January market only. Then later when the dinnerware manufacturers joined with the glass trade, the "show" began to grow larger and larger and more interesting as the years passed. Close to 200 firms will show their lines at the above hotels from Jan. 10th to Jan. 27th. As a matter of fact, some of the displays will be continued for two weeks only, while others will remain intact during the entire term. The heaviest buying is expected during the second week of the market. Eastern distributors will of course be the first to arrive, and many will be "on the job" when the market opens Monday, Jan. 10. The western and southern trade is not expected until the second week, and then a rush of business is expected. Sample lines are now being delivered to these hotels to await the arrival of salesmen. Display equipment which is as a rule preserved from year to year for replacement in the same rooms has been prepared for removal from storage houses. Manufacturers in local territory will truck their barrels and packages to Pittsburgh. Headquarters of the Associated Glass & Pottery Manufacturers will be maintained as usual on the first floor of the Ft. Pitt hotel, where all information concerning the market and lines display will be furnished inquiries.

Employees Save Monongah Factory

Quick work on the part of the employees of the Monongah Glass Co., Fairmont, W. Va., a few days ago prevented serious fire damage to that large property. As it was, the fire was confined to the No. 3 factory of this firm, but no great loss was sustained.

Central to Show Fifteen New Items

At least fifteen new items have been added to the line of the Central Glass Works, Wheeling, W. Va., that will be shown for the first time at the Ft. Pitt show next month. These are distinctive from any other pressed ware this firm has ever shown. In addition to the rose, green and amber colors that have been featured by the Central, an entirely new color has been added to the line, which will be used in both pressed ware, two-tone stem-

ware and solid color stemware and footed tumblers. This factory for 1927 will feature three lines of pressed ware, two drawn stem lines in addition to their new shapes of plates, bowls and other novelties.

Attempt for Restraint Order Fails

An injunction action was brought against the Tygart Valley Glass Co., Grafton, W. Va., by George B. Morgan and others for the purpose of obtaining a court order preventing the removal of the funds of the company from four banks at Grafton to purchase a new factory at Washington, Pa., details of which intent were recently exclusively noted in this department. When the petition came up for argument on the motion for a restraining order, the action was dissolved by the court, the decision being handed down by Judge Warren B. Kittle.

Jeannette to Open New York Office

Announcement has been made by the Jeannette Glass Co., Jeannette, Pa., that a New York office would be opened early in the new year at 10 West 23rd street. C. F. Silber will be in charge. It is also the purpose of this firm to hereafter cover the Philadelphia and Baltimore territory direct from the home office with C. J. Robinson traveling the New York state, Pennsylvania and Ohio territory. During the January market season this company will exhibit here a new idea in fish bowl, a new console set and a water set.

Jenkins Plant Resumes Operations

The plant of the D. C. Jenkins Glass Co., which closed nearly two months ago because of the bursting of a large tank, has resumed operations. The closing of the department caused about 300 employees to take an enforced holiday.

Belmont Has Several New Tumbler Shapes

Several new soda fountain shapes have been added to the line of the Belmont Tumbler Co., Bellaire, O., it has been announced by R. C. Faris, secretary of the company. These shapes have been designed to fit certain, usually used holders. To the decorated line of this factory there has been added a bridge set. While the full line of this factory will not be displayed as an individual unit here during the January market, however, in a general way the line will be represented by Mr. Lando.

Dominion Has Four New Directors

Announcement has been made of the election of four new directors to the board of the Dominion Glass Co., Ltd., of Canada., this being done at a recent general meeting of the stockholders. Those elected were S. N. M. McE., Walter Molson, S. F. G. Daniels and Ross H. McMaster. The meeting was held at Montreal.

Co-operative Has Several Attractive New Items

A handled three-compartment sweetmeat or relish dish, dinnerware service consisting of ten pieces and to be had in either plain, colors, etched or decorated, a vanity set and a smoker's set with several other new novelties will be new features in the display of the Co-operative Flint Glass Co., Beaver Falls, Pa., at the Ft. Pitt hotel during the market season. All of these are new additions to the line, but the display will also include the popular offerings of this factory as included in the line during the last year.

South Jersey Glass Co. Formed

With a capital stock of \$125,000 the South Jersey Glass Co. has been formed for the purpose of manufacturing a general line of glassware. For the present the general offices of the new concern are located at 304 Market Street, Camden, N. J.

"In Front As Usual," Says Sailer

"We're going to be out in the front rank as usual," remarked George D. Sailer, secretary of the McKee Glass Co., Jeannette, Pa., referring to the new lines this firm will show here during the market period. "We've made many additions to the line, and the display we will have will be the largest we ever arranged."

Ira Clarke Back From Hunting Trip

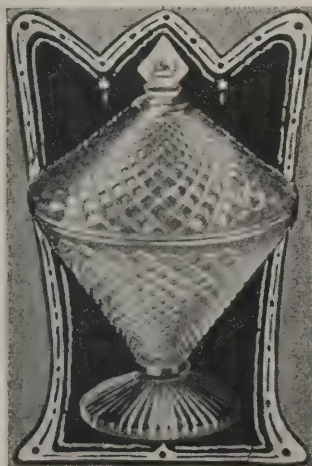
Back from an extended hunting trip into the mountains of West Virginia, Ira M. Clarke was enabled to spend the Christmas holiday season with his family at New Martinsville, W. Va. "I spent most of my time with my dogs, and while I did not kill much, I had a good time and a much needed rest away from business cares." Future business plans of Mr. Clarke have not matured. He plans to visit this market again during the show period.

Jefferson Not to Exhibit

Because of the Jefferson Glass Co., Follansbee, W. Va., being out of that branch of the industry usually identified with the January market season here, the lines of this factory will not be brought into the district during the show period. It has been announced by C. H. Blumenauer, president of this company, that the company would maintain a display at the Cleveland (O.) Electrical Fixture Exhibition in February. Quite a number of other

(Continued on page 22)

Westmoreland Glass Co. Grapeville, Pa.



Manufacturers of
High Grade
Glassware Plain, Cut
and Decorated
For Gift Shops,
Florists and Table
Use

No. 555
Candy Jar

Representatives

NEW YORK	PHILADELPHIA
H. C. Gray Co., 200 Fifth Avenue	Fred Stott, 1007 Filbert Street
BOSTON	SAN FRANCISCO
H. P. & H. F. Hunt, 41 Pearl Street	Himmelstern Bros., 718 Mission Street
Travelling Representative	LOS ANGELES
R. B. Reinock, 1422 E. Marquette Rd. CHICAGO	Himmelstern Bros., 643 S. Olive Street
R. A. Keel, 4439 Greenview Avenue CHICAGO	SEATTLE, WASH.
	Himmelstern Bros., Terminal Sales Bldg.



A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives

New York	Boston	Chicago
Paul Joseph, 200 Fifth Avenue	Murt Wallace, 157 Summer St.	F. T. Renshaw 30 E. Randolph St.
Philadelphia	San Francisco	Baltimore
Joseph Tomkinson, 1104 Arch St.	Marsh & Kidd, 617 Mission St.	Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative

E. B. Hill,	5453 Kenmore Ave. Chicago	Telephone Ardmore 0897
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The Duncan & Miller Glass Co.
Washington, Pa.

What's New in New York Showrooms

Novel Cigarette Box from Westmoreland Factory

"A gift for the golfer" would be a most appropriate slogan to be applied in connection with the cigarette box illustrated herewith. A more pleasing gift for a devotee of that popular game would be hard to find, and the Westmoreland Glass Co., Grapeville, Pa., is to be complimented in their



production of this most attractive novelty. The box is oblong and is made to hold the standard size cigarette. It is offered in a variety of colors—green, blue, amber, rose-

lin and the factory's charming Rose Du Barry are some of the delicate tints besides crystal the samples may be seen in. The main feature of the box is its cover. The handle is made in exact reproduction of a golf ball. The inside of the ball is hollow, made this way with the idea of allowing a sponge to be inserted on the order of a humidor. Another feature is that the cover is inset. One treatment in particular of this number that adds to it most materially is a fancy gold encrusted edge or border around the cover. This combined with the charming colors gives a lovely effect. Besides the cigarette box the Westmoreland factory have another winner in the form of a honey dish. This is made in the shape of a Lotus leaf and is about six inches in diameter. A twisted stem or standard resting upon another smaller inverted Lotus leaf foot gives a most charming effect. It is offered in the same color selection as the cigarette box. A full line of samples may be viewed at the showrooms of the Horace C. Gray Co., 200 Fifth Ave., New York, representatives for the factory.

Anticipating 1927 Requirements

Visiting the showrooms of the firm of David and Charles L. Wise, 10 West 23rd St., discloses unusual activity. Everything is in preparation for their new 1927 lines from the various factories represented by the firm in the New York market and it is safe to say that numbered among them are many surprises judging from the advance line of samples now on view. Special sale assortments in encrusted ware with light cuttings in colors of

peach, amber and emerald as well as in crystal are promised that are bound to prove ready sellers and prove very popular numbers. Such items as bowls, footed sugars and creams, floral centers and fruit dishes, a new shaped cheese and cracker dish, handled trays, etc., are only a few of the large assortment of items to be seen. Attractively priced as they are it is a sure thing that the Wise 1927 lines are destined to become popular ones.

Brush Pottery Co. Novel "Owl" Items

Numbered among the items manufactured by the Brush Pottery Co., Zanesville, O., is their "Wise Bird" line of Owl novelties among which may be found such useful and attractive items as jugs, pitchers, beaker sets, clocks, book ends, vases, door stops and many other pieces which are quite unique in their conception and are proving most



popular with the trade. A selection in either a dull pastel finish or glazed majolica in a combination in which a rich two-tone brown predominates combined with an olive green tint, are the colors in which the line is shown. On all the pieces the Owl is used as the outstanding feature of the decorative treatment and some idea of how effectively this well known and wise old bird is used may be gained from the illustration. In addition to the above the Brush factory has greatly increased their line of garden pottery. In jardinières they have a number of new creations that are certain to be a pleasant surprise for those who have not seen them. The complete new line which will include a large offering of many other items not mentioned here will be on display after January 1, at the showrooms of John L. Pasmantier & Sons, 5 West 20th St., New York representatives for the factory, ready for immediate delivery from stock.



Income Tax Department

Conducted by M. L. SEIDMAN,
of Seidman & Seidman, Certified Public Accountants

This is the eighth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

I'M going to send a bill to the government for income taxes it owes me. I lost money this year." That is the reply facetiously given very frequently when a person has been asked whether he filed his income tax return or paid his tax. But his reply is not so facetious. To use a trite but apt expression, it contains more ruth than poetry. Under the income tax law, one can in all seriousness come pretty near sending a bill to the government when he loses money. Let us see why and how.

NET LOSSES DEDUCTIBLE IN FUTURE YEARS

The Revenue Act provides that net losses of one year can be used as an offset against the income of subsequent years. This is a great relief provision for taxpayers. It enables them to recoup, in part, the effect of severe losses when in succeeding years they have profits. It gives them a credit bill, so to speak, that can be used against other purchases. Perhaps comparing it to a raincheck might convey the thought better. But like most other provisions of the law, there are a few limitations and exceptions that must be noted.

BUSINESS LOSSES ONLY

In the first place, only such net losses as arise from the operation of a trade or business may be carried forward and applied against subsequent income. In other words, a salaried individual who dabbled in the stock market on the side and who lost more in 1926 than his salary for the year, could not apply his 1926 net loss against subsequent income, because his business was not that of stock market trading.

Just when any particular activity constitutes a business, or is merely a side line, is a question of fact, and depends upon the particular circumstances of each case. The point that is here important is that if a net loss does arise from a business, it may be taken as a deduction in computing income of subsequent years. If it does not arise from a business, then, even though there may be a net loss, it is of no avail in computing the next year's tax.

TWO YEAR LIMITATION

Another limitation on the deductibility of net losses in arriving at the income of another year is that the net loss cannot be carried forward for more than two succeeding years. For instance, a net loss in 1926 could be deducted from income in 1927. If it exceeded the income of 1927,

the excess could be applied against the income of 1928, but if it exceeded the 1928 income, it could not be carried forward any further.

The net loss provision is not new to the present law. It was also in effect under the 1924 law. As a result, net losses of 1924, to the extent that they exceeded 1925 income, may be deducted from 1926 income. Net losses of 1925 may be likewise applied against 1926 income.

ACCOUNTING FOR LOSSES

It will be seen, therefore, that accounting for losses is just as important as accounting for profits. Taxpayers are too prone to overlook this point. As a rule, where losses are involved, the feeling of despondency, or whatever the cause may be, seems to make individuals become lax in their method of accounting for losses. They probably figure that it makes no difference anyhow. However, as we have just seen, and paradoxical as it may sound, net losses, if properly substantiated, have actually a cash value for income tax purposes.

The precise computation of the net loss is rather complex and confusing. It will serve no particular purpose to go into the details here. Suffice it to say that it is not merely the excess of the business deductions over the business income. Instead, it would be now accurate to describe it generally as the excess of the business deductions over all other income, whether from the business or other sources, including tax exempt income.

We have now covered all the important general provisions of the income tax law. We have seen who must file returns, what the exemptions are, the tax rates and the method of computing the tax, including the special computations for earned income and capital gains. We are now ready to go into the question of determining how to arrive at taxable income. The first thing to get out of the way in this connection is an understanding of what is not income, and what income is exempt from tax. That will be the subject for the next article.

QUESTION AND ANSWER

CAPITAL GAIN ON REORGANIZATION

Q. I will appreciate very much if you will advise me if a loss resulting from the following transaction is a capital or ordinary loss: In 1907 purchased \$10,000 bonds Atlantic Shore Line Railway for \$9,500. The company was
(Continued on page 22)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. SMYTHE, REPRESENTATIVE

Chicago's Merchandise Shows

Four Important Buying Events Scheduled for Early in
1927. Buyers Have Big Opportunities for Seeing New Lines



CHICAGO'S "MARKET EVENT" will be held January 24 to February 5, 1927, in the local sample rooms.

For these two weeks only each participating factory will offer a genuine live, red-hot special—the best value of the year—which will be impressively advertised to the buying trade in advance of the opening. The complete new 1927 lines will be on display in the west for the first time; sales staffs will hold themselves at the sample rooms to look after the requirements of old and new customers; and in numerous instances manufacturers will come to Chicago sample rooms to personally greet the visiting trade.

The purpose of "MARKET EVENT" is to call the

attention of the buyers of the country to the advantages of visiting Chicago's sample rooms at all seasons. The feature is sponsored by the Glass, Pottery, Lamp and House-furnishing Association, which is incorporated not for profit.

All factors in the local trade are helping to make "MARKET EVENT" more satisfactory and profitable to all concerned by "talking it up" to those members of the trade with whom they come in contact. A big risk advertising campaign, financed by moderate publicity fees, has been launched for the purpose of giving the buyers full advance information, and inviting them to be present.

Alert buyers will not fail to make a note to attend "MARKET EVENT," January 24 to February 5, 1927, at the Chicago sample rooms.

CHINA, GLASS AND GIFT SHOW

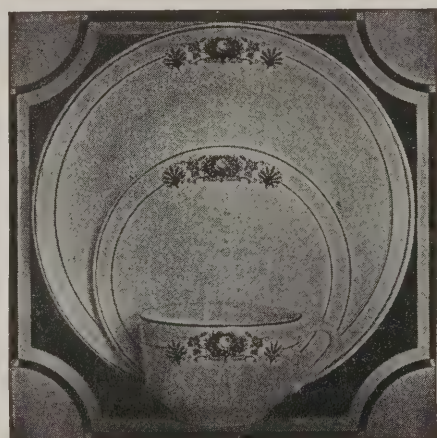
Release of the list of exhibitors scheduled to display at the Second Annual China, Glass and Gift Show, Hotel Sherman, January 24-29 shows on December 10 an equal number of exhibitors at the same period last year. Indications of an equal or greater attendance of buyers were announced by the Secretary of the Association. The list of scheduled displays appears at the end of this note. It was stated by the Association officials that a large number of manufacturers have signified an intention of displaying, but as definite arrangements have not been completed, these names are withheld from the list published below.

Announcement is made of a change of address of the office of the China, Glass and Gift Association. The new offices will be located in the Monadnock Bldg., 53 W. Jackson Blvd., and will be maintained throughout the year with Miss Josephine N. White as permanent secretary.

The displays at the Hotel Sherman will comprise three complete floors of exhibits open to buyers continuously from January 24 to 29. The range of merchandise to be shown is more complete than ever before and includes representative artwares, decorative furnishings, novelties and every form of domestic and foreign merchandise usually associated with gift trade stocks.

Mr. W. C. Owen, President of the China, Glass and Gift Association—a not-for-profit organization—advises that from all indications this show will be a definite success.

Ready for Shipment—



No. B1121

**Go To Stetson's First
For Volume In Value**

STETSON CHINA CO.

1751 West 74th Street

CHICAGO

Phone Hemlock 1000

WHAT TO BUY
AND WHERE TO
BUY IT IN —

CHICAGO

A DIRECTORY OF
THE PERMANENT
DISPLAY ROOMS

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Harry G. Dalzell
Pressed and Blown
Etchings, Cuttings
and Iridescent. Phone
Central 3497

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass
Corp., Burke Studios, Vesta Studios, Heule
Studios, Lamps and Shades.

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, President

W. L. GERALD, Chicago Representative
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 980

*This "card" can be made to yield
big dividends. Phone Wabash 0860
for rates.*

THE UNITED STATES GLASS CO.

30 E. Randolph Street
Walter B. Lazure, Chicago Representative

OUR CHICAGO DISPLAY ROOM CON-
TAINS COMPLETE SAMPLE LINES
DIRECT FROM OUR FACTORIES.

ANNUAL HOUSEFURNISHING SHOW

More than sixty first class lines of housefurnishings have already arranged for exhibit space in the 1927 Annual House Furnishings Exhibit, according to information received from headquarters. These lines include many well known operators in the housefurnishings industry, as well as manufacturers with new items which they will introduce at the Show. The Exhibit is to be held at the Hotel Sherman, January 31 to February 5, 1927, and caters to housefurnishing retail outlets of all kinds such as department stores, large hardware stores dealing in housefurnishings, etc.

The Pot & Kettle Club, which is the national organization of housefurnishings buyers, is arranging a dinner to be held at the Hotel Sherman during the Show. An-

other outstanding feature is the Convention of the Interstate Merchants Council which will be in session at the Sherman, February 1, 2 and 3. This organization is composed of over 1500 retail merchants in all sections of the country and a large attendance is expected at the Convention.

Manufacturers wishing information regarding the exhibit may secure it by addressing the headquarters of the Exhibit at 312 S. Clark St., Chicago.

Eastern Importers to Show

The Eastern Importers and Manufacturers will hold their semi-annual display at the Palmer House, Jan. 31 to Feb. 5. This exhibit is always a good drawing card and will attract many buyers to Chicago.



Elect New Officers

(Continued from page 12)

Mr. Evans retired from the business after having disposed of his interest in the company to his business associates. The company will continue to operate the works at Charleroi, Pa., Marion and Elwood, Ind. The principal offices will be at Charleroi, from which the activities of the other works will be directed.

Mr. Macbeth was formerly vice president and entered the employ of the company in 1913. Mr. Jenkins became associated with the organization the following year and prior to the recent change was General Sales Manager, in which capacity he will continue to serve.

Pottery

(Continued from page 15)

of yellowware, also some new items in Nurock which include five and six piece water sets. A new mixing bowl in good finish has also been added and will be shown the trade for the first time at Pittsburgh. Two new jardiniers and pedestals have also been added to the 1927 line. In the garden ware section of this line, a new bird bath has been included, also a porch pot and pedestal, as well as additional shapes in porch vases. The Research department of this factory have produced three unique items, which, while not of particular interest to crockery buyers, are of special interest to the gift shop and novelty buyers. In this connection attention has been called to radio sets mounted in art pottery, the only feature of its character on the market, and the design of which has been patented. One of these designs represents a large bug, another is made in the shape of a Wall Pocket, while the third is mounted in an ordinary Yellow rolling pin.

Not to Exhibit At Show

The vitrified hotel china line of the D. E. McNicol Pottery Co., Clarksburg, W. Va., will not be shown at Pittsburgh in January. This factory discontinued the production of semi-porcelain dinnerware about a year ago.

Crooksville Has Nine New Patterns

Nine new dinnerware patterns will be shown by the Crooksville China Co., Crooksville, O., on its "Hostess" shape during the January display of this line at Pittsburgh, Pa., which will be in charge of V. D. Kinnan. Mr. Kinnan, as announced in a previous issue, was for many years with the A. E. Hull Pottery Co., and will represent the Crooksville line in the eastern territory, effective as Jan. 1. "We are bringing out some very beautiful decorations, and we feel that we have something of value to the trade," Earl R. Crooks, assistant manager of the factory, declared.

Glass

(Continued from page 17)

glass manufacturers will have displays at Cleveland during this annual sales event.

Capstan Remembers Employees

The Capstan Glass Co., South Connellsville, Pa., did not allow the Christmas season to pass without remembering every employee. Live turkeys were given every employee Friday before Christmas who had been enrolled for a period of three years or longer, while five-pound fruit cakes were presented all employees with a service record of from one to two years. Those in service from three months upward to one year were given a one-pound fruit cake.

Dunbar Has New Line for Exhibit

An entirely new line of pressed ware, consisting of sandwich trays, cheese and cracker dishes, candy jars, round candy boxes, bowls, nappies, console sets, candlesticks, cake stands, plate and other similar items will be the main feature of the display here in January of the Dunbar Flint Glass Corp., of Dunbar, W. Va. These items, which are all new, will be in addition to the general line of vases, marmalades, night sets, ice tea and water sets and other novelties the firm has been featuring for some years. "While items of this character of course have been on the market for years," suggested J. M. Payne, Jr., president of this company, "we expect to shine in our variety of decorations and the fact that the line is 'popular priced,' and is meant for large volume sales purposes."

Howard C. Jenkins to Be in Charge

The display of the D. C. Jenkins Glass Co., Kokomo, Ind., here during the market season will be in charge of Howard C. Jenkins and F. M. Drumm. This firm during the coming season will feature a new line of tableware in addition to a line of decorated novelties in cold colors. The usual display rooms will be occupied by this firm during the January market.

L. E. Smith Company Doubles Line

J. Swaney Hall of the L. E. Smith Glass Co., Mt. Pleasant, Pa., who will be in charge of the exhibit of this firm at the Ft. Pitt Hotel, will show an entirely new line of water sets, a variety of console sets, salad plates and vases. "We've more than doubled our line for 1927, and from present indications our factories will work full time throughout the new year," Mr. Hall suggested.

Income Tax

(Continued from page 19)

reorganized in 1923 and I received for above bonds, 23 shares York Utilities Common Stock which was sold within a year, in the year 1924 for \$1.00 a share, receiving for said stock \$23.—Mrs. M. S.

A. If the reorganization were not a taxable transaction in itself, then you would be deemed to have held the stock for as long as you had already held the bonds. The loss would, therefore, be a capital loss. If, however, the reorganization was a taxable transaction itself, giving rise to gain or loss, then the stock is deemed to have been held only from the date it was actually acquired in 1923, and hence the sale of it in 1924 would be an ordinary loss.

SEE THE WARES OF LEADING MANUFACTURERS AT PITTSBURGH EXHIBIT

From January 10th to January 27th, the leading manufacturers will have in display rooms in Pittsburgh hotels and at their factories complete lines, featuring new wares. Buyers are invited to inspect the lines of these well known producers of American wares.

ALBRIGHT CHINA Co., THE	HALL CHINA Co., THE	NATIONAL CHINA Co., THE
ART INDUSTRIES, INC.	HAZEL-ATLAS GLASS Co.	NEW MARTINSVILLE GLASS MFG. Co.
BARTLETT-COLLINS GLASS Co.	HOCKING GLASS Co., THE	PADEN CITY GLASS MFG. Co.
BRUSH POTTERY Co., THE	HOPEWELL CHINA CORP.	POPE-GOSSER CHINA Co., THE
BRYCE BROTHERS Co.	A. E. HULL POTTERY Co., THE	POTOMAC GLASS Co., THE
BURLEY CLAY PRODUCTS Co.	HUNTINGTON TUMBLER Co.	ROBINSON-RANSBOTTOM POTTERY Co.
CAMBRIDGE GLASS Co., THE	ILLINOIS CHINA Co.	SEBRING POTTERY Co., THE
CARROLLTON POTTERY Co., THE	INDIANA GLASS Co.	L. E. SMITH GLASS Co.
CENTRAL GLASS WORKS	JEANNETTE GLASS Co.	SMITH-PHILLIPS CHINA Co., THE
Co-OPERATIVE FLINT GLASS Co.	JEANNETTE SHADE & NOVELTY Co.	STEUBENVILLE POTTERY Co., THE
CONSOLIDATED LAMP & GLASS Co.	D. C. JENKINS GLASS Co.	SUMMIT CHINA Co., THE
CRESCENT CHINA Co., THE	EDWIN M. KNOWLES CHINA Co.	TAYLOR, SMITH & TAYLOR Co., THE
CROOKSVILLE CHINA Co., THE	KNOWLES, TAYLOR & KNOWLES Co.	C. C. THOMPSON POTTERY Co., THE
DIAMOND GLASS-WARE Co.	HOMER LAUGHLIN CHINA Co., THE	UNITED STATES GLASS Co.
DUNBAR FLINT GLASS CORP.	LIPPINCOTT GLASS Co., THE	UTILITY GLASS WORKS, INC.
DUNCAN & MILLER GLASS Co., THE	MCDONALD GLASS WORKS, INC.	VODREY POTTERY Co., THE
ECONOMY GLASS Co.	MACBETH-EVANS GLASS Co.	S. A. WELLER Co., THE
FEDERAL GLASS Co., THE	McKEE GLASS Co.	WEST END POTTERY, THE
FENTON ART GLASS Co.	MARYLAND GLASS Co., THE	WESTMORELAND GLASS Co.
H. C. FRY GLASS Co.	MAYER CHINA Co., THE	H. R. WYLLIE CHINA Co.
W. S. GEORGE POTTERY Co., THE	MONONGAH GLASS Co.	ZANE POTTERY Co., THE
	NATIONAL POTTERY Co., THE	

GET EXHIBIT DIRECTORY AT ROOM 154, FORT PITT HOTEL

"SEE THE NEW WARES FIRST IN PITTSBURGH"

ASSOCIATED GLASS & POTTERY MANUFACTURERS

BOX 555

PITTSBURGH, PA.

"Satisfied customers keep us busy"

The
"HOSTESS"



He

ateau style panels in blue, with black lace overlay. "Horns of Plenty" at either end with gay colored flowers. Tangerine lines for trim.

SALES REPRESENTATIVES

N. Y. Office—John L. Pasmantier & Sons, 5 W. 20th Street
Chicago Office—J. E. Boring, Room 348 Hotel Morrison
Eastern Representative—Herbert A. Wellington, Boston, Mass.

The
Crooksville China Co.
Crooksville, Ohio

Wheeling Decorating Co.

Wheeling, W. Va.

Gold Encrusted and Hand Painted China and Glassware



Our line for 1927 will be replete with surprises.
Don't miss it!

Display as usual at the
Fort Pitt Hotel in January—R. D. Otto, in charge.

REPRESENTATIVES

GEORGE TURNER
Middle West
17 N. Wabash Ave.
Chicago

I. SILVERBERG
2 East 23rd St.
New York, N. Y.

JULIAN GOLDBERG
313½ Liberty Ave.
Durham, N. C.

7th & Los Angeles St.
Los Angeles, Cal.

E. M. BARTLETT

180 New Montgomery St.
San Francisco, Cal.

R. D. OTTO
Road Representative

**American China
for
American Homes**

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glenderefancy
Highlandplain
Pilgrimoctagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Carrollton, Ohio
14 Kilns

Factories

Scio, Ohio
9 Kilns

TRADE MARK
CARROLLTON
CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE**"SUPERIOR"**

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department
Store Trade highest qual-
ity ware and distinctive decora-
tions in commercial borders.
Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

OUTBABLING BABEL —



THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

*A postcard request will
bring our rates.*

The CROCKERY *and* GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street

New York

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China
ENTIRE FIFTH & SIXTH FLOORS—49-51 WEST 23RD STREET, NEW YORK CITY

HAVE THE PLEASURE OF ANNOUNCING THAT THEIR 1927

IMPORTATIONS ARE NOW READY FOR THE TRADES' INSPECTION

We are featuring a wide selection of new Ivory Border encrustations that are certain to bring you many new customers. These are exceptionally deep and are combined with an additional broad gold band and line treatment on the shoulder. They are destined to bring immedi-



HEINRICH & CO.'S
mark is an
Assurance of Quality

ate sales and a quick turnover.

In dinnerware our offerings are larger and better than ever featuring a wide range of new decorative treatments in Ivory, while our showing in open stock service plates is one that you should not miss seeing.

FROM STOCK OR IMPORT

A visit to our Salesrooms will convince you!

HARUTA & Co.

IMPORTERS OF



141-147 FIFTH AVENUE
NEW YORK

Special sales from stock for your Spring trade. New Import lines for 1927 are now ready for your inspection.

NEW ENGLAND REP.—C. W. Pingree, 99 Bedford St., Boston



D. King Irwin
200 Fifth Ave., N. Y.
E. J. Nicky
204 Grand Avenue
Milwaukee
F. A. Miner
5 Prospect Street
Rochester, N. Y.

Representatives:
E. E. Wilgus
Rooms 35, 36, 37
111 Summer Street
Boston, Mass.
Earl W. Newton
& Associates
9 No. Wabash Avenue
Chicago

Western Glass Pro. Co.
149 New Montgomery St.
San Francisco, Cal.
Western Glass Pro. Co.
L. C. Smith Bldg.
Seattle, Wash.
Western Glass Pro. Co.
1216 Fourth Ave., L. A.

The NATIONAL CHINA CO. SALINEVILLE, O.

SOY KEE & CO.

Chinese Importers of
Gold Medallion Dinnerware
Also

Blue and White Canton China, Nankin and
Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct
and have a complete
stock of the famous
gold medallion and
Blue and White
Canton.

Write for Price List



Gold Medallion Dinnerware

87 FIFTH AVENUE NEW YORK

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"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price \$9.00

The Crockery & Glass Journal

47 East 17th Street

New York, N. Y.

No. 16263

WALL VASE or WATER FONT



An inexpensive article for display of cut flowers, and may also be used for ceremonial purposes.

About 6 in. high by $4\frac{3}{4}$ in. wide by $2\frac{1}{2}$ in. deep, with hole in back near the top—no fittings or bracket needed.

Available in blue, green or canary glass, either transparent or satin-finished.

Packs 12 dozen to the standard barrel.

United States Glass Company

PITTSBURGH, PA.



The Gouda Art Pottery Display Room illustrative of the excellent way in which this work is shown.

Torlotting Showrooms

(Continued from page 13)

Directly to the rear of this room one passes into the display of the Gebruder Lorenze factory, which the Torlotting firm also represent in this country. The same type of wall and ceiling decoration is again used here while the same display ideas utilizing tables and shelves has also been followed. This line is shown in a wide and varied assortment of odd and unusual pieces in combinations of lovely colors and the effect this lends to the room is quite remarkable.

The Gouda art pottery has been also allotted a room by itself. This is located at the rear of the floor and here a departure has been made from the decorative scheme followed in the other rooms. This one has been finished entirely in a light cream color, however the same idea of

display tables and shelves has again been used to excellent advantage.

As mentioned above the entire lighting arrangement has been taken care of by the use of large overhead inverted ceiling lights which have been installed so effectively that not one inch of the 4,000 square feet of show space is in a shadow. On the floors throughout, in contrast with the bright overhead lights, a heavy dark carpet has been used.

In addition to their showrooms the Torlotting firm have also a large stock room at the extreme rear of the floor covering a square footage of an additional thousand feet. Here every inch of space has been utilized to the best possible advantage which permits of ample space to take care of the large stock of their lines which are carried in New York.

Wage Payment Methods in Industry

HERE are the facts from a recently completed survey of wage payment methods in forty industries by the Technical and Industrial Research Division of The Sherman Corporation.

The questionnaire method was used principally, in gatherings most of the information, although a considerable amount of it was obtained through the industrial clientele of the Sherman company.

Three thousand questionnaires were mailed to representative companies in the various classifications. Over a thousand replies—better than a 33 per cent response—were received.

This high percentage of response is noteworthy in this day when business executives are being "questionnaired to death." It possibly may be interpreted as an indication

of the high degree of current executive interest in the subject of wage methods.

Over a half million employees are represented in the attached findings. The percentages of straight time, piece work and premium or bonus methods are *percentages of employees* and not percentags of plants.

There are relatively few plants in which straight time payment is exclusive, although in industries such as Construction and Public Utilities this payment method is the only one in use. But in the plants using some form of wage other than straight time, a great many workers are left untouched by the incentive basis. Number of employees affected by advanced forms of wage payment, exemplified by the individual or group bonus methods, is

(Continued on page 31)

What's to Be Done With the Girl Who Has the Manner But Can't Seem to Sell Goods?



WHEN a girl has poise, manner, good looks, and very charming personality—yet does not deliver the goods in the way of consistent sales averages, what to do with her?

Discharge her?

"Hardly," smiles Charles W. Craig, superintendent of Lipman, Wolfe & Co., the large Portland department store. And Craig gives his experience with one girl to illustrate that salesgirls are as often made as born.

"In the cloaks and suits, conservative salespeople are required who have a certain amount of personality and good appearance. And when Miss Blank, a beautiful girl with clear skin, clear eyes and a full rich voice, applied for a position in our cloak and suit department I thought she would make good from the start. Miss Blank not only had the well-bred personality of the born lady, but she also knew how to dress. In every way she seemed to possess the requirements of a successful cloak and suit saleswoman.

"Yet she couldn't sell! Day after day her sales were nil. If she sold at all they scarcely ever went up as high as \$50, indicating that at the outmost she made from one to two or three sales the entire day.

"Something had to be done. Dispense with her services? That is often the too easy way out of solving a difficult problem. Instead, I decided to put her under close observation so that I might discover some possible reason for her failure.

"I was more than surprised to learn that Miss Blank had a large following, people who always called for her, and this, coupled with the fact that she made but few sales, made the problem a weighty one.

"So I arranged to place her under my personal observation while she was selling.

"Then I received another surprise. Where Miss Blank should have shown only four or five dresses—obligingly, of very obligingly, she showed ten, twenty, thirty, forty dresses. In her intense anxiety to please she killed almost every sale in the making. 'Do you like this one?' she would ask the weary customer and, noting her confusion, would immediately bring out another, armful of dresses. She actually fawned at the customer, in a manner resembling that of a lady's maid instead of a saleswoman, and her desire to please seemed to far surpass her grasp of the situation that she was there to sell. She did not seem to realize that she could never please the customer if she displayed the slightest indecision as to what would really be becoming.

"That evening I had a talk with Miss Blank. 'If you are willing to work, and work hard, you can keep this po-

sition,' I told her. 'Otherwise I will be compelled to let you go, for you haven't the faintest idea how to conduct a sale.'

"'Work? Of course I'll work,' she replied, but with no idea of what she was expected to do. 'Why I'll work my head off, Mr. Craig. I do want to stay!'

"But when I explained that, in order to stay, she must go downstairs into the Economy Basement and remain there until she could actually sell merchandise and that while there her salary would be much smaller than upstairs, she began to grasp the meaning of the word 'work.' But she was game. She went down to the basement.

"In the basement Miss Blank met with an entirely different condition than upstairs. Up in the cloak and suit department, which is spacious and luxuriously appointed, with soft carpets, attractive, comfortable furniture, good lightning and ornamental pieces of beauty, there was every inducement to put the customer into a receptive mood. And, because she was subconsciously depending on the surroundings to influence the customer to buy, Miss Blank slackened her own efforts, feeling that all she had to do was to show merchandise.

"Particularly when it came to the point of a customer trying on gowns did Miss Blank fail. Again, she subconsciously felt that the charm of the luxuriantly mirrored private dressing room or the lure of the gowns as they appeared on the mannikin, would swing the sale. So she made no effort and left it entirely to the customer, who really came out to pick out a dress but to have some one solve this perplexing problem for her. Naturally she expected that some one to be tactful and forceful—a person to instil confidence, not one to stand in awe of her splendor.

BUT IN THE BASEMENT—

"Down in the basement it was sink or swim for Miss Blank. She found that she just had to hustle, or the customer would be gone. There was no comfortable place where a patron might deposit her bundles and wait till the saleslady brought a bewildering maze of gowns.

"In the basement she found that all merchandise hung in plain sight on racks and that each rack bore a plain price mark. She found that the basement shopper pawed over the gowns on the racks and, if not approached in a very few minutes, dropped them and went away.

"So her first education was in immediately getting the attention of the looker. If she was already waiting on some one else she could hold the looker with a few words, 'Just a moment, madame. I know we have what you

(Continued on next page)

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge \$2, payable in advance.

SPECIAL NOTICE

THE CROCKERY BOARD OF TRADE OF N. Y.

New York, December 27, 1926.

NOTICE is hereby given that the Annual Meeting of the stockholders of The Crockery Board of Trade of N. Y. for the election of four Trustees for the ensuing three years, and for the election of Officers for the ensuing year, will, in accordance with the By-Laws of the corporation, be held at Manhattan Club, New York City, on Wednesday, January 12, 1927.

By order of Trustees.

L. S. OWEN, Secretary.

FACTORY SALESMEN WANTED

FACTORY SALESMEN WANTED—We have openings for experienced dinnerware salesmen with established trade among furniture dealers, credit jewelers and premium users. Only high class men need apply. Applications will not be considered unless full particulars are given in the first letter. All information will be held strictly confidential. Address Box 597, care CROCKERY AND GLASS JOURNAL.

SAMPLE TRUNKS WANTED

WANTED—Several sample trunks for china and glass. Must be in good condition. Give makes and price and condition in first letter. Address Box 591, care CROCKERY AND GLASS JOURNAL.

REPRESENTATION WANTED

ONE of the largest and best decorating companies seeks wide awake representation. Those that have sample rooms established preferred in the following territories: Boston, New York City, Philadelphia, Baltimore, Buffalo, Detroit, Cleveland, Cincinnati, Chicago, Salt Lake City, Seattle, New Orleans and Memphis, Tenn. Those that have a good following preferred. Answer to Box 590, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

DECEMBER 24, 1926

N. H. Eppstein, gift shop merchandise, Import Specialties Co., Milwaukee, Wisc., Commodore.

M. Moreland, china and housefurnishings, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St. (B. F. Levis).

DECEMBER 27, 1926

M. M. Hirshberg, low price lamps, M. M. Hirshberg Co., Boston, Mass., McAlpin.

Mr. Miles, lamps, Mendel & Harris, Inc., New Haven, Conn., 115 West 30th St. (B. F. Levis).

DECEMBER 28, 1926

Miss Turner, art goods, Penn Traffic Co., Johnston, Pa., 333 Seventh Ave.

A. Banning, lamps, Kresge Dept. Store, Newark, N. J., 455 Seventh Ave., 17th floor.

M. J. Ferrasa, art goods, Shartenberg & Robinson, Pawtucket, R. I., 315 Fourth Ave.

DECEMBER 29, 1926

L. A. Dempsey, lamps, McCreery Co., Pittsburgh, Pa., 28 East 26th St. Conn., 315 Fourth Ave. (D. G. Alliance).

A. Weingarten, gift novelties, Fredk. Weingarten & Co., San Francisco, Calif., 224 West 35th St.

C. J. Peterson, housefurnishings, Reid & Hughes Co., Norwich,

What's to Be Done?

(Continued from preceding page)

want, and I'm just finishing a saleslip. Then I'll be right with you!

"Thus her customer was held. After she started selling, she found herself in the same position again—other women looking and waiting to be noticed. If they were not noticed they would leave, as there were no comfortable seats provided for leisurely waiting.

"Then she began to exercise a latent initiative. In the first place, the modest and often poor appearance of the basement shoppers gave her a touch of superiority complex, which was an excellent antidote for the inferiority complex that she suffered upstairs.

"This superiority complex helped remarkably. Miss Blank, herself possessing better taste than most of her customers, realized that she knew more about dress than most of her customers and she felt quite competent to get away with the same idea in selling. She was able to tell an undecided woman just what would be most becoming for her and the woman was usually grateful for the advice.

"So Miss Blank began to sell. And, once she started selling, she kept right at it, gaining confidence and increasing her sales totals daily.

"She learned that it is up to the saleslady either to help the customer to decide and actually to make the decision in such a tactful way that the customer thinks she has acted entirely on her own initiative, for she would immediately resent any tendency to overbearingness.

"After six months of this sort of schooling I let Miss Blank go back to her original position upstairs. The change was remarkable. Instead of feeling inferior to her customer, with her head up, her voice clear and confident, she would say, 'I have just what you want. Here (showing a single gown), this will be charming for you. It is just your style. No, you shouldn't wear red. It won't become you at all. But, in rose or blue, you will look charming.'

"Miss Blank had no further trouble. Today her salesbooks hold an average of \$200 per day. Compare that with her former average of sometimes nothing and never over \$50 per day."

Mr. Craig holds that the basement training will help the failures in most any department, that not only is the training of value to those from the cloak and suit department.

"Often there is difficulty in making salespeople see the value of basement experience," he adds. "There is a sort of snobbish resentment on the part of some salespeople to going down in the basement, as if they were lowering their social standards by working below the main floor.

"But, fortunately for her, Miss Blank was too sensible a girl to harbor such views. She was serious about her work and did not feel that there was any social side to it. She felt that a businesslike saleswoman will go to any part of the store desired and, if salesmanship schooling was to be had downstairs, she was game.

"So she won out and changed her career from one of failure to one that predicts a bright future."

New York Imports

December 24

S. S. Cleveland from Hamburg, Germany

Schenkers, Inc., 42 cases hollow glass, etc.
 Inwald, J., Glass Co., 14 cases glassware, 4 cases crockery
 Koscherak Bros., 1 case crockery
 Blumenthal, B., & Co., 47 cases glassware, etc.
 Downing, R. F., & Co., 38 cases crockery, etc.
 Madico Corp., 11 cases hollow glassware
 Weiss Forwarding Co., 38 cases toys, crockery, etc.
 N. Y. Mdse. Co., 73 cases toys, crockery, etc.
 Sheldon, G. W., Co., 56 cases toys, hollow glass, etc.
 Wedemann, Godknecht & Lally, 13 cases crockery, etc.
 Sells, C. W., 1 case crockery
 Hesse, D. S., & Bros., 5 cases crockery, glassware, etc.
 Hirsch, G., Sons, 36 cases glassware
 Pomerance, S. H., & Co., 120 cases glassware, etc.
 Sheldon, G. W., & Co., 11 cases glassware, etc.
 Lidz Bros., 12 cases glassware, etc.
 Schaffer, M., & Co., 46 cases glassware, crockery, etc.
 Stern, S., 37 cases crockery, glassware, etc.
 Benco Trading Co., 1 case crockery
 Belgian Trading Co., 6 cases hollow glass
 Klein, G., & Son, 4 cases crockery
 Friedlaender, O. O., 56 cases crockery, glassware, etc.
 Straus, N., & Sons, 54 cases crockery, hollow glass, etc.
 Bloch, L. D., & Co., 20 cases crockery, hollow glass, etc.
 Wolf, L., & Sons, 27 cases crockery, toys, etc.
 Macy, R. H., Co., 13 cases toys, glassware, etc.

S. S. Paris from Havre, France

Stein Bros., 2 casks chinaware
 Globe Shipping Co., 1 cask chinaware
 Stern Bros., 3 casks chinaware
 American Shipping Co., 2 cases earthenware
 Ovington Bros., 11 casks glassware
 Parrott, S. L., 3 packages earthenware, flowers, etc.
 Kupper, H. C., 48 casks chinaware
 Borgfeldt, G., & Co., 6 casks chinaware
 Macy, R. H., Co., 9 casks chinaware
 Stern Bros., 1 cask chinaware
 Tice & Lynch, 12 cases chinaware, etc.

S. S. Olympic from Southampton, England

Richard Shipping Corp., 7 cases glassware, 1 case earthenware

S. S. Doric from Liverpool, England

Haviland China Co., 141 casks porcelain
 Straus, N., & Sons, 7 casks porcelain
 Bernardaud, L., & Co., 18 casks porcelain
 Wanamaker, J., 2 casks porcelain
 Vogt & Dose, 11 casks porcelain
 Haviland & Abbot Co., 39 casks porcelain
 Straus, N., & Sons, 6 crates earthenware
 Fondeville, A. J., & Co., 3 casks earthenware
 Sendar Co., 12 crates earthenware
 Jones, G. B., 4 packages earthenware
 Benedict, Mfg. Co., 2 casks earthenware
 Panama Pacific Lines, 43 crates earthenware

December 27

S. S. Oscar 2nd from Copenhagen, Denmark

Isbrandtsen, H., 1 case china
 American Express Co., 3 cases china

S. S. President Roosevelt from Bremerhaven, Germany

Rosenthal China Corp., 10 cases crockery
 Henjes, F., Jr., 7 cases hollow glass
 Hampton, W. J., Jr., Co., 4 cases glassware
 Borgfeldt, G., & Co., 12 cases toys, etc.
 Pomerance, S. H., Co., 18 cases hollow glass, etc.
 Phoenix Shipping Co., 9 cases crockery and earthenware

S. S. Saucon from Leghorn, Italy

Straus, N. & Sons, Inc., 4 casks and 1 case earthenware

December 28

S. S. Arabic from Antwerp, Belgium

Ovington Bros. Co., 9 barrels and 1 case earthenware
 Straub, P. A., & Co., 14 cases and 15 barrels crockery
 Rosenthal China Corp., 4 cases crockery
 Kahla China Corp., 18 cases crockery
 Mitchell Bisset Co., 5 cases crockery
 Nadel & Schimmel, 1 case toys and 1 case crockery
 Barth, L., & Co., 3 cases crockery
 Shackmann, B., & Co., 2 cases crockery, 12 cases toys
 Jaeke, O., Inc., 9 cases hollow glass, 21 cases crockery

Heinrich & Winterling, 14 cases crockery
 Panama Pacific Line, 15 cases crockery

S. S. Minnewaska from London, England

Abraham & Straus, 1 case earthenware
 Atlantic Transport Co., 1 case chinaware

December 29

S. S. Independence Hall from Havre, France

Redden, C. A., 1 case chinaware

S. S. Noordam from Rotterdam, Holland

Woolworth, F. W., Co., 34 cases crockery
 Borgfeldt, G. Co., 7 cases glassware, 2 cases crockery
 Fourman Bros. Co., 1 case glassware, 2 cases crockery
 Phoenix Shipping Co., 29 cases 10 crates crockery, 20 cases hollow glass
 Lee, M. M., 3 cases crockery, 4 cases hollow glass
 Strauss, Eckhardt, Co., 60 cases toys, crockery, etc.
 Ilfelder, B., & Co., 54 cases toys, glassware, etc.
 Basket Imp. Co., 57 packages crockery, etc.
 Lazarus & Rosenfeld, 5 cases crockery
 Van Doorn, W., 11 packages crockery

S. S. Hamburg from Hamburg, Germany

Manufacturers Trust Co., 5 cases crockery
 Fenton, A. W., Inc., 25 cases hollow glass, 2 cases crockery
 Plummer, W. H., & Co., 2 cases earthenware
 Goldman, A. H., Inc., 27 cases crockery
 Eimer & Amend, 18 cases earthenware
 Lazarus & Rosenfeld, 4 crates crockery
 Cohn & Rosenberger, 6 cases glassware
 N. Y. Mdse. Co., 6 cases glassware
 Lisner, D., & Co., 6 cases glassware
 United Hardware & Tool Corp., 7 cases crockery
 Reimer, F. C., Co., Inc., 134 cases glassware, 2 cases crockery
 Sommer, E. L., & Co., 1 case toys, 1 case crockery
 Sheldon, G. W., & Co., 19 cases hollow glass, etc.
 Powell, C. H., Co., 6 cases earthenware
 Meadow Wye Co., 8 cases glassware, etc.
 Borgfeldt, G., & Co., 20 cases toys, crockery, etc.
 Downing, R. F., Co., 11 cases crockery, glassware, etc.
 Inwald, J., Glass Co., 7 cases hollow glass
 Noe, W. R., & Sons, 13 cases earthenware
 Hearn, J. A., & Son, 15 cases earthenware
 Wolf, L., & Co., 74 cases toys, glassware, etc.
 Schenkers, Inc., 15 cases crockery, glassware, etc.
 Modern Braid Co., 1 case crockery, 6 cases glassware
 Janson Co., 18 cases crockery

Wage Payment Methods

(Continued from page 28)

surprisingly small, only 8 per cent, as you will see from the figures of general average.

In analyzing the questionnaires, our Technical and Industrial Research Division included premium or bonus only when it was stated as a systematic part of the wage payment plan and not merely an occasional, opportunistic distribution.

It is significant that the Automotive Industry leads in percentage of workers on premium or bonus, 65 per cent under some premium or bonus method. Productivity of labor in this industry per man hour has increased over 200 per cent in ten years. Six billion dollars annually in wages are disbursed. The industry's financial structure has grown tremendously. The distribution over a wider and wider population of its product is one of the wonders of the entire business world. It seems logical to conclude that a certain connection exists between the advanced policies and practices in reference to wage payment in the automotive field and the outstanding position of the industry.

In the face of this interesting fact is the high straight time percentage in other industries—61 employees out of every 100 receiving wages without regard to a scientifically developed method of relating output to dollar of wage paid.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, Successors, 67-69 Irving Place, near 18th St.
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, 35-37 West 23d St.
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., 72-74-76 Park Place
"The Dinnerware House of America."

L. BERNARDAUD & CO., 61 West 23rd St.
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., 37-41 East 18th St.
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., 149-151 Fifth Ave.
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., 206 Fifth Ave.
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., 14 Barclay St.
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., 24 West 23rd St.
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., 122 Fifth Ave.
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., 141 Fifth Ave.
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., 920 Broadway, corner 21st St.

HAVILAND CHINA CO., Inc., 1107 Broadway.
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., 49-51 West 23rd St.
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., 39-41 West 23d St.
Ahrenfeldt French China.

KANLA CHINA CORP., 39 W. 23rd St.
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., 35 W. 23rd St.
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., 39-41 West 23d St.
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., 105-107 East 16th St.
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., 53-57 West 23d St.
Japanese Goods.

ROSENTHAL CHINA CORP., 149-151 Fifth Ave.
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, 14 West 23rd St.
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., 105-107 Fifth Ave.
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., 96 to 102 Church St.
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., 119 Fifth Ave., at 19th St.
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., 101 Fifth Ave.
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., 20 West 23d St.
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., 24 West 23d St.
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, 14 W. 23rd St.
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., 104 Fifth Ave.
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, 255 Fifth Ave., between 28th and 29th Sts.
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

The Fifth Avenue Building



**Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades**

PERCY N. LEYLAND, Inc., 184 Fifth Ave.

King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

FRED. C. REIMER CO., Inc., 49-51 W. 23rd St.
"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

CAMBRIDGE (O.) GLASS CO., New York Salesroom, 184 Fifth Avenue.
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., 141-147 Fifth Ave.
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., 220 Fifth Ave.
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., T. W. Hamilton, Representative, 139 Fifth Ave.

THE ROSBERN GLASSWARE CORP., 12-14 West 21st St.
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, 139 Fifth Ave.

UNITED STATES GLASS CO., Albemarle Bldg., 24th St. and Broadway.
Pressed and blown glassware.

WESTMORELAND GLASS CO., Horace C. Gray Co., Representatives, Fifth Avenue Building.
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHT- ING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., Fifth Ave. Bldg., Fifth Ave and 23rd St.
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., 200 Fifth Ave.
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, 225 Fifth Ave.
Wrought Iron Lamps. "The Better Kind," "Ann Murphy Shades."

PHOENIX GLASS CO., 230 Fifth Ave.
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., 225 Fifth Ave.
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., 44-46 East 25th St.
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

A. E. HULL POTTERY CO., 200 Fifth Ave.
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., 18 West 23rd St. F. D. Van Arsdale, New York Manager.
Art Pottery—Jardinières, etc.—Children's Items.

THE SEBRING POTTERY CO., Sebring, Ohio.
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., Sebring, Ohio.
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, 5 West 20th St.
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY

120 Fifth Avenue

Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

Glassware

Imperial Glass Company
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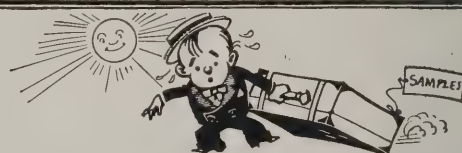
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